

MedTech Business Design Bootcamp

Develop your team's entrepreneurial MedTech idea!

Get ready for a VC Pitch

What you will bring in	What you will do during the week	What you will get
<ul style="list-style-type: none"> an entrepreneurial team from the fields of MedTech, BioDesign, or similar a clear business idea defined in a business model canvas willingness to work hard and get out to receive and include potential customers' feedback 	<ul style="list-style-type: none"> one week hands-on idea and team development focused on business model development and user testing receive daily feedback from clinical experts, experienced Med-Tech entrepreneurs, coaches 	<ul style="list-style-type: none"> a further developed business model and entrepreneurial team VC pitch in front of a jury consisting of venture capitalists and experienced entrepreneurs contacts to successful founders, investors feedback from domain experts

During the course, you will focus on questions like:

- » Who are my customers and what do they really need?
- » How do I get, keep and grow customers?
- » How do revenue model and pricing differ depending on the distribution channel?
- » Which resources will I need to build your business?
- » What does a professional investor think about my business idea?

Focal Topics

The Business Design Bootcamp focuses on innovation and entrepreneurship in four topics:

1. Big Data and clinical imaging (e.g. apps and visualization tools for diagnostics)
2. Cyber physical systems and solutions (e.g. minimal invasive surgery and surgical robots)
3. Sports and prevention (e.g. services for corporate health programmes)
4. Personalized medicine and devices (e.g. dosage services or 3D-printed prostheses)

Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning	Welcome	Team Presentations	Team Presentations	Team Presentations	Team VC Pitches	optional: Excursion to Oktoberfest
	Business Design Tools	Generating and Testing Customer Hypotheses	Generating and Testing Revenue Models	Acquiring and Planning Resources		
Afternoon	Customer Observation in Clinical Environment	Customer Interviews with Clinical Experts	Prototype Development	Prototype Testing	Funding Lectures	
					Final Dinner	

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Apply now

Up to 30 young researchers, physicians, innovators and entrepreneurs are admitted to the Business Design Bootcamp. All of you should have a keen interest in technology and be willing to learn hands-on how to turn an idea into a real company or to strengthen an existing start-up project from their research. You are expected to make interview appointments with clinical experts before the course week and to conduct these interviews during the course.

Applications can only be made by entrepreneurial teams (typically three to five people). From experience, we recommend to assign the following team roles: an entrepreneurial lead (Ph.D. student, graduate or MBA student, entrepreneur), a principal investigator/scientist (Ph.D. student, post-doc, professor) and a mentor (domain expert volunteer, experienced physician). Not all of these team roles must attend the Business Design Bootcamp. But having them "at hand" will be a major benefit for your work.

To apply please send the following documents to Dr. Dominik Böhler, boehler@unternehmertum.de:

- » 1-page **executive summary** and visualization
- » CVs of **all** team members
- » **Business model canvas** of your project

Overview of the application and selection process:

April 15	During May	May 31	June – August	September 15–19
Application Deadline	Skype Interviews	Decision about Participation	Participants set up Meetings with Clinical Experts	Business Design Bootcamp takes place

Course fee (including sessions and coaching, catering, and Final Dinner):

1,000 Euro for university staff

2,000 Euro for participants not affiliated with a university

Contact us

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About UnternehmerTUM

UnternehmerTUM, the center for innovation and business creation at Technische Universität München, uniquely develops and connects talent, technologies, capital and customers. UnternehmerTUM inspires students, academics and professionals, promoting entrepreneurial thought and action and supporting companies and start-ups in making the most of the challenges of our times so as to generate successful new business. UnternehmerTUM applies a systematic process to identify, develop and implement entrepreneurial opportunities. Also involved in the MedTech Business Design Bootcamp is the Central Institute for Healthcare Engineering (IMETUM) of TU Munich led by Prof. Dr. Axel Haase.



About Medical Valley Center

More than 150 members from the fields of science, industry and healthcare are involved in the Medical Valley European Metropolitan Region Nuremberg. Closely linked, they work side by side for a lasting and better healthcare system. This commitment was rewarded in January 2010: The German Ministry of Education and Research turned the Medical Valley EMN into a national cluster of excellence of medical technology. The Medical Valley Center in Erlangen is the home of the Cluster-Management and an incubator for different start-ups within the healthcare sector. Also located there, the Central Institute of Healthcare Engineering (ZiMT) of the Friedrich-Alexander University Erlangen-Nuremberg with its Bachelor's and Master's courses „Medical Engineering“ led by Prof. Dr.-Ing. Joachim Hornegger.

