

## Proposed content for University of Sheffield Novi Sad: Monday 24<sup>th</sup> and 25<sup>th</sup> October

### The Academy Challenge-Innovation in digital health

Groups will

- Identify a need within health care
- Design a solution and prototype
- Identify the customer (not user)
- Produce a draft lean business plan and value proposition
- Pitch idea

### Monday 24<sup>th</sup> October STARTIFY7 Mini: Workshop Overview

- To introduce the European health landscape
- To identify the key opportunities and issues in digital health
- To work in small groups on an academy challenge-
- To participate in an activity on “asking the right questions”

09:00-09:15	Welcome and introduction to the themed digital entrepreneurship programme STARTIFY7 Short input to set the context for the morning and to introduce one entrepreneurship initiative across Europe, the STARTIFY7 project
09:15-09:30	Icebreaker
09:30-10:00	Introductory overview of the European landscape and why digital entrepreneurship matters to Europe
10:00-10:30	Health needs across Europe-what is the pain? Interactive activity: Understanding the pain and customer validation (exploring market need within a specific theme, e.g. digital health) <b>Participants will be split into teams</b>
10:30-11:00	<b>BREAK</b>
11:00-11:45	Think like an entrepreneur-Ideation (Interactive session)
11:45-12:00	Feedback
12:00-12:30	Introduction to the lean concept
12:30-13:30	<b>LUNCH</b>
13:30-13:40	Recap on key ideas-Q&A
13:40-14:00	Introduction to the lean business canvas
14:00-16:30	Team work-ideation Idea development using the lean canvas and developing the minimum viable product
(15:00 break)	Evaluation of the day

**Tuesday 25<sup>th</sup> October: Day 2**

09:00-09:15	Welcome, recap and outline of objectives
09:15-10:45	Perfect pitch-guidance on pitching for start ups
10:45-11:00	<b>BREAK</b>
11:00-12:30	Teams delegate roles and prepare pitch presentation, canvas and MVP
	<b>LUNCH</b>
13:30-15:30	Pitching session
15:30-16:00	Student evaluations
16:30-17:00	Round up of the mini academy and q&a