

Jerome Engel

Lean Innovation in Life Sciences

October 17th – 18th, Oslo Science Park

How do you build Life Science startups that are viable and scalable?

This Lean Innovation Workshop will bring you up to speed in thinking more entrepreneurial, how to steer and grow your startup, and how life science-based ideas can be commercialized.

During two days, you will be exposed to and learn about how to build a life science startup. The workshop format will be group-based, working on real life cases selected specifically for this occasion.

You will learn how to use entrepreneurial tools such as Business Model Canvas, Value Proposition Canvas, Ecosystem Pedal and Minimum Viable Product Design. Format is group-based, where we work on real cases.

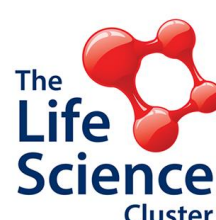
Program and Registration

What is Lean Innovation?

Lean Innovation refers to a new idea, method or device. The act of creating a new product or process into it's final form, all this using the Lean Principles identifying and creating the value and removing the waste of the New Product Development (NPD) process.

Jerome Engel – globally renowned innovation coach
Professor Jerome Engel is an globally renowned expert on innovation, entrepreneurship, and lean start-up methodology, lecturing and advising business and government leaders around the world. Engel is stationed in UC Berkeley, California, and most recently he has focused on lean innovation entrepreneurship and developing innovation ecosystems globally.

Life Science Pilot



Science for Society
Lean Innovation in Life Sciences
Oslo Norway 17-18th of October 2018
PRELIMINARY DRAFT PROGRAM SCHEDULE

Wednesday October 17

Attending: Staff, Product Sponsors, Mentors and Teams

Learning Objectives:

1. Establish the goal of the program:
 - a. Build Life Sciences startups that are viable and scalable
2. Assure a solid understanding of tools of the program
 - a. Lean Launchpad
 - i. Business Model Canvas, Value Proposition Canvas, Ecosystem Petal Diagram
 - ii. Customer Discovery Process
 - iii. Minimum Viable Product iteration
3. Get exposed to the learning process
 - a. Presentation > Direct feedback > Reflection > Integration
 - b. Mentorship vs Instruction
 - c. Personal and Team Accountability

Schedule

09:00 – 10:15	Introduction to the Lean Launchpad	JSE Lecture Deck 1.1
	What makes Life Sciences different [regulation, capital intensity, IP, etc.]	
	Various Life Science Business Models [Therapeutics, Diagnostics, Devices, eHealth, etc.]	
10:15 – 10:30	Coffee break	
10:30 – 11:15	Team Presentations - Business Thesis [3 minutes per team]	
11:15 – 12:15	Business Model Canvas Introduction	JSE Lecture Deck 1.2
12:00 – 1:30	Lunch - Teams work on BMC with Product Sponsors and Mentors	
1:30 – 3:00	Teams present their BMC	
3:00 – 3:15	Coffee and Tea break	
3:15 – 4:30	Introduction to Value Proposition Canvas and the Ecosystem Pedal Diagram	JSE Lecture Deck 1.3
4:30 – 5:00	Closing discussion and assignment	

Assignment:

Reading -- Talking to Humans

Prepare – Preliminary Value Proposition Canvas

Prepare – Preliminary Ecosystem Petal Diagram

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PRELIMINARY DRAFT PROGRAM SCHEDULE

Thursday October 18

Attending: Staff, Product Sponsors, Mentors and Teams

Learning Objectives

1. Understand who is a customer
 - a. Difference between payer and beneficiary in life sciences
 - b. Begin to understand the decision tree / customer flow diagram in life sciences
 - c. Understand market and customer segmentation
2. Understand how to apply the Value Proposition Canvas
3. Understand how to construct a Customer and Business Model Discovery Process
4. Apply objectives 1,2, and 3 in a preliminary fashion

Schedule

09:00 – 10:15	Day 1 LL & Value Proposition Design intro	JSE Lecture Deck 2.1
10:15 – 11:00	Value Proposition Canvas workshop	Individual Teams/ JSE visit
11:00 – 12:00	Teams present Ecosystem Pedal Diagram and VPCs	
12:00 – 1:00	Lunch [presentations may run through lunch]	
1:15 – 2:45	Who and What is a Customer?	JSE Lecture Deck 2.2
2:45 – 3:30	Customer and BMC Discovery Design Workshop	
	Teams do practice Interviews with each other and product champions and mentors	
	Work on identifying interview targets and key assumptions	
3:30 – 4:00	Teams present/discuss their Customer and BMC Discovery plans and challenges	
4:00 – 4:30	Minimum Viable Product design	JSE Lecture Deck 2.3
4:30 – 5:00	Closing discussion – moving forward	

Objective is for each teach to be confident they have a solid go forward plan that incorporates the LLP toolkit:

1. Business Model Canvas
2. Ecosystem pedal diagram
3. Value Proposition Canvas for each customer segment
4. Preliminary BMC and Customer Discovery Plan
 - a. Key hypotheses to test
 - b. Interview targets
 - c. MVP plans