

INNOVATION TRAINING WORKSHOPS

Jointly organized by

SINGAPORE
BIODESIGN



DATE & TIME

RUN 1

Monday - Wednesday
1 Nov - 3 Nov 2021
9:00am - 6:00pm

COURSE FEES

inclusive of GST

Original Price: SGD 3,049.50

After Subsidy

SC < 40yo & SPRs: SGD 914.85
SC ≥ 40yo & Enhanced training
support for SMEs: SGD 344.85

BUSINESS MODEL INNOVATION FOR HEALTHCARE INNOVATION

Course Code: GMS_BD3DBMI

Most health/MedTech startups focus heavily on physical product innovation but often tend to overlook other vital elements of their Go-to-market Model. The 3-day business model innovation for healthcare innovations workshop will provide a modular approach to develop the go-to-market model using the Business Model Canvas, Big Picture Framework and 4A-5P model to help innovation teams develop a preliminary business plan. The workshop format will be brief lectures followed by breakout sessions and presentations to vet and sharpen your plans.

This course is catered towards individuals who wish to learn how to craft a robust value proposition and business strategy to best position their medtech innovation in the market. We welcome project teams with innovations at the end of the POC and early POV phase.

How to register?

Simply scan the QR Code and search for the course name as a self-sponsored participant! Refer to our registration guide here: https://bit.ly/SB_RegistrationGuide



If your company is sponsoring your participation upfront, please email us at sbenquiry@hq.a-star.edu.sg for registration instructions.



**SINGAPORE
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DukeNUS
Medical School

Business model innovation for healthcare innovation

GMS_BD3DBMI

Course Agenda (Tentative)

Throughout the workshop, participants are expected learn through didactic and hands-on training and apply the knowledge to answer questions on relevant business practices in MedTech Innovation such as:

- What is the winning value proposition of the MedTech startup's offering?
- Who are the best customers to focus on?
- How will MedTech startups connect with, communicate with, service and retain customers?
- Which business channels are most appropriate and what should they be tasked with?
- How will MedTech startups make money?
- Which activities should MedTech startups conduct in-house vs outsource?
- What assets do MedTech startups need?
- What factors contribute to a MedTech startups' costs and profits?

Day One

0900H - 0930H	Introduction to Workshop
0930H - 1045H	Business Objectives/ Customer Segments Lecture
1045H - 1100H	Business Objectives/ Customer Segments Breakout and Presentations
1100H - 1145H	Marketing Objectives/ Source of Volume Lecture
1145H - 1245H	Marketing Objectives/ Source of Volume Breakout and Presentations
1245H - 1400H	Q&A and Debrief

Day Two

0900H - 0930H	Day 1 Recap and the Approach for Day 2
0930H - 1030H	Segmentation/ Targeting/Positioning/ Value Proposition Lecture
1030H - 1045H	Tea Break
1045H - 1230H	Segmentation/ Targeting/Positioning/ Value Proposition Breakout and Presentations
1230H - 1330H	Lunch
1330H - 1430H	Introduction to Business Model Canvas Lecture
1430H - 1445H	Tea Break
1445H - 1645H	Introduction to Business Model Canvas Breakout and Presentations
1645H - 1730H	Q&A and Debrief

Day Three

0900H - 0930H	Day 2 Recap and the Approach for Day 3
0930H - 1030H	Business Model Canvas Lecture - Customer Relationships, Channels and Revenue Streams
1030H - 1045H	Break
1045H - 1245H	Business Model Canvas Breakout and Presentations - Customer Relationships, Channels and Revenue Streams
1245H - 1345H	Lunch
1345H - 1445H	Business Model Canvas Lecture - Key Activities, Key Partners, Key Resources and Cost Structure
1445H - 1500H	Break
1500H - 1645H	Finalizing the Business Model Canvas Breakout and Presentations
1645H - 1700H	Q&A and Debrief

UPCOMING WORKSHOPS

Our courses cover a wide range of topics in the HealthTech and MedTech industry and are designed for professionals looking to up-skill or re-skill themselves in the healthcare innovation space.

RUN 1: 26 Nov 2021

GMS_BD1DFFHI Fundraising Fundamentals for Healthcare Innovations (1 day)

RUN 1: 13 Dec 2021 - 14 Dec 2021

GMS_BD2DBIHMT Business Implementation for Health/MedTech: Project to Market Overview (2 days)

RUN 2: 17 Jan 2021

GMS_BD1DDT Design Thinking for Healthcare Innovation: An Overview (1 day)

RUN 2: 14 Feb 2022 - 18 Feb 2022

GMS_BD5DBC Biodesign Bootcamp: Deep Dive Into HealthTech Innovation With An End in Mind (5 days)

RUN 2: 7 Mar 2022

GMS_BD1DPD An Introduction to Product Development and Quality Management Systems for Health/MedTech Innovations (1 day)

To find out more,
EMAIL: SBEquiry@hq.a-star.edu.sg
WEB: <https://www.a-star.edu.sg/sb>

