HEALTHCARE INNOVATION AND ENTREPRENEURSHIP ESSENTIALS

Day 1: Saturday September 14

8-8:30: Welcome & Overview

8:30-9:30: Problem Identification for Scalable Ideation
Tiffany Kelley PhD, MBA, RN

9:30-10:30: Transitioning from Innovation to Entrepreneurship
Christine Meehan MA, RN

10:30-10:45: Break

10:45-11:45: Healthcare Innovation Development and Regulatory Considerations
Ruth Lucas PhD, RN

11:45-12:45: Intellectual Property Considerations
Greg Gallo PhD

12:45-1:30: Lunch

1:30-2:30: Identifying Your Target Market, Market Size and Market Competition
Christine Meehan MA, RN

2:30-3:30: Developing a Team and Identifying Needs
Anna Bourgault MS, RN, CCRC

3:30-3:45: Break

3:45-5: Bringing it All Together

Day 2: Sunday September 15

8-8:30: Breakfast

8:30-9:30: Identifying Your Competitive Advantage
Mostafa Analoui PhD

9:30-10:30: Financing Your Startup and Sales
Kevin Bouley

10:30-10:45: Break

10:45-11:45: Ethical Considerations
Tiffany Kelley PhD, MBA, RN

11:45-12:30: Lunch

12:30-1:30: Characteristics for Success as an Innovator
Caroline Dealy PhD

1:30-2:30: Pitching Through Story Telling
David Noble PhD

2:30-2:45: Break

2:45-4: Developing a Pitch Deck

4:45-5: Wrap Up

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