



## Challenge track – Medical Innovation Day 2018

### 4<sup>th</sup> October 2018 at 9.00- 16.00

**Place:** Personalekantinen at Aarhus University Hospital, Skejby, entrance G6

**All participants arrive to begin session at 9.00!**

**Program:**

9.00 – 10.40: Part 1; Following the instruction and guidance from the facilitators participants get to know their team members, the challenge case and make agreement on understanding what problem to solve is.

10.50 -12.15: Part 2; Ideation round 1 of solutions to company challenges

12.15 -13.00: Lunch break

13.00 -14.00: Part 3; Validation before heading down a blind way

14.00 -15.55: Part 4; Ideation round 2 – and start building stuff!

15.55 -16.00: Wrapping up – and instructions for tomorrow.

### 5<sup>th</sup> October 2018 at 9.00 -18.00

**Place:** Personalekantinen at Aarhus University Hospital, Skejby, entrance G6 (We start at Auditorium B, entrance G6)

09.00-10.00: Official opening of MID by Dean Lars Bo Nielsen, Mie Rasbech and Kamille Smidt Rasmussen

10.00 – 10.50: The teams recap on their solution proposals and finalize their physical presentation model of the solution

10.50 -11.00: Biobreak

11.00 -11.10: Introduction to develop a business model for the solution

11.10 -12.00: Teams develop business model

12.00 – 13.00: Lunch

13.00-13.45: MID official programme. 1<sup>st</sup> Keynote speaker Francesco De Rubertis

13.45 – 16.40: Teams finalizes their solution, the business model and prepare pitch presentation.

16.40 – 18.00: MID official programme. Presentation of the Bioinnovation Institute, presentations for panel, 2<sup>nd</sup> keynote speaker Sandra Mjöll, selection of winners.

18.00: Reception