

17th Jan. PhD Day workshop 2024 - DAY 1

Venue: AU Stakladen. Fredrik Nielsens Vej 2, bld. 1422, DK-8000 Aarhus.

9.00 Kick off

Workshop: Introduction to the innovative team

Break - Coffee/tea, water and fruits is served

Workshop: Working with a real-life case - Presented by Stine Larsen from Roche
Case understanding and user perspective

Lunch

Workshop: Ideation and rapid prototyping

Break - Coffee/tea, water and snacks is served

Workshop: Problem-solution fit

2 inspirational talks – Ida Grønborg and Jacob Thyrsted

Recap and preparation for day 2 (Thursday 18th of Jan.)

16.00 End of day 1

18th Jan. PhD Day workshop 2024 - DAY 2

Venue: AU Stakladen. Fredrik Nielsens Vej 2, bld. 1422, DK-8000 Aarhus.

9.00 Recap and revisit

Workshop: Enact a user scenario

Workshop: NABC pitch model intro

Break - Coffee/tea, water and fruits is served

Workshop: Pitch prep in teams

Lunch

Inspirational talk: Mogens Kruhøffer, BioXpedia

Break - Coffee/tea, water and snacks is served

Pitch and feedback session

Inspirational talk: Martin Vesterby, MD, PhD,

Recap and see you tomorrow at the PhD Day pitch

16.00 End of day 2