

# CHALLENGE TRACK

Venue: Preben Hornung Stuen, AU Conference Center/entrance Stakladen, bld. 1422.

## Monday October 11th

9.00 sharp!	Kick off
9.30 – 10.00	Workshop: Introduction to the innovative team
10.00 – 10.15	Break - Coffee/Tea, water and fruit is served
10.15 – 11.45	Workshop: Working with the company case
11.45 – 12.15	Lunch is served
12.15 – 14.15	Workshop: Ideation and validation
14.15 – 14.30	Break - Coffee/Tea, water and snacks is served
14.30 – 15.50	Workshop: Ideation (prototyping) and value proposition canvas
15.50 – 16.00	Recap and preparation for tomorrow

## Friday October 15th

8.30 – 8.45	MID Main programme introduction - Kamille Smidt Rasmussen, Head of OC Welcome - Hans Erik Bøtker, Acting Dean and Vice Dean of Research, AU Health
8.45 – 9.15	<b>Speaker 1: Magdalena Janina Laska, Associate Professor at AU Preclinical, Discovery Project Leader &amp; Entrepreneur</b>
9.15 – 9.40	Break - Coffee/Tea, water and fruits is served
9.40 – 11.10	Workshop: Ideation and pitch preparation
11.10 – 11.30	Coffee Break
11.30 – 12.00	<b>Speaker 2: Diana Arsovic Nielsen, Director at Danish Life Science Cluster</b>
12.00 – 12.45	Lunch is served
12.45 – 14.15	Workshop: Team Pitches
14.15 – 14.45	Break - Coffee/Tea, water and snacks is served
14.45 – 16.15	MID Main programme <b>Two teams from each track give final pitch</b> Award of prizes
16.15 – 16.25	Main programme closing remarks
16.30 – ?	Networking and refreshments