

MICHAEL G. DEGROOTE

HEALTH INNOVATION

COMMERCIALIZATION & ENTREPRENEURSHIP



WHAT'S YOUR BOLD IDEA?

FALL 2019 PROGRAMS & OFFERINGS

WHAT'S YOUR BOLD IDEA?

The Michael G. DeGroote Health Innovation, Commercialization & Entrepreneurship (MGD Health ICE) educational initiative supports **clinicians, researchers, staff and students** in exploring opportunities for health innovation. Training programs are available to teach entrepreneurial skills and build multidisciplinary teams with an overarching goal of creating **bold health solutions**: leading-edge digital technologies, therapeutics, medical devices, research tools and integrated programs.

We focus on two approaches to identify opportunities:

1. **Assessing existing research for commercialization potential**
2. **Creating new solutions in response to clinical challenges**



All cross-disciplinary entrepreneurial training is based on a framework of **Define Health Challenges, Design Unique Solutions and Activate Opportunities** to create impactful solutions in health.

Programs intentionally mix various disciplines and levels of academic training. Read about MGD Health ICE programs on the following pages to find out how we can **accelerate health innovation together**.

EDUCATIONAL INQUIRIES [SARRAH LAL \(SARRAH@MCMASTER.CA\)](mailto:SARRAH@MCMASTER.CA)
GENERAL INQUIRIES HEALTHINNOVATION@MCMASTER.CA

CALENDAR AT-A-GLANCE

SEPTEMBER 2019

Wed Sep 11	Innovator Seminar	Featuring Dr. Guillaume Paré and Dr. Goran Calic
Fri Sep 13	Innovator's Toolkit: Webinar	Context-Centred Design: Problem Definition and Assessment
Fri Sep 20	Innovator's Toolkit: Webinar	Competitive Analysis: Market Research & Patent Searches
Mon Sep 23	HVP Development Stream	Module #1: Commercialization Overview and Market Research
Tue Sep 24	Sprint Competition	Part 1: Online Introduction to Sprint & Bootcamp Methodology
Tue Sep 24	DevTank Roundtable	Emerging Value Exchange Mechanisms in Healthcare
Fri Sep 27	Innovator's Toolkit: Webinar	Business Models & Target Product Profiles
Mon Sep 30	HVP Development Stream	Module #2: Intellectual Property and Venture Creation

OCTOBER 2019

Thu Oct 3	Sprint Competition	Part 2: In-person Innovation Bootcamp
Fri Oct 4	Innovator's Toolkit: Webinar	Intellectual Property: Overview and Strategies
Thu Oct 10	Sprint Competition	Part 3: In-person Innovation Bootcamp
Fri Oct 11	Innovator's Toolkit: Webinar	End Point Definition: Venture Creation vs. Licensing
Thu Oct 17	HVP Accelerated Stream	Focus: Innovation in a Global Context
Thu Oct 17	Innovator's Toolkit: Webinar	Prototyping and Iterative Development
Thu Oct 18	Cross-Talks: Case Studies	Business Perspective
Mon Oct 21	Mentorship Program	Session #1
Tue Oct 22	DevTank Roundtable	Chasing Immortality: Advances in Aging Sciences
Fri Oct 25	Innovator's Toolkit: Webinar	Innovation Validation: Pilot Studies and Clinical Trials
Mon Oct 28	HVP Development Stream	Module #3: Innovation Design, Prototyping and Iteration

NOVEMBER 2019

Fri Nov 1	Innovator's Toolkit: Webinar	Hospital Customers: Procurement and Co-Development
Mon Nov 4	Mentorship Program	Session #2
Fri Nov 8	Innovator's Toolkit: Webinar	Go-To-Market Strategies
Mon Nov 11	HVP Development Stream	Module #4: Team Creation, Value Articulation and Pitching
Wed Nov 13	Innovator Seminar	Featuring Dr. Hartmann, Dr. Sheardown and Dr. Mahomed
Thu Nov 14	Cross-Talks: Case Studies	Clinical Perspective
Mon Nov 18	Innovator's Toolkit: Webinar	Strategic Partnerships: Value Chains and Customer Acquisition
Tue Nov 19	DevTank Roundtable	Heart to Heart: Empathy through Cardiac Health Innovation
Thu Nov 21	HVP Accelerated Stream	Focus: Integrated Care Programs
Thu Nov 21	Sprint Competition	Final Presentations
Fri Nov 22	Innovator's Toolkit: Webinar	Building an Effective Team
Mon Nov 25	HVP Development Stream	Module #5: Business Development and Capital Raising
Wed Nov 27	Mentorship Program	Session #3
Fri Nov 29	Innovator's Toolkit: Webinar	Innovation Valuation Methods

DECEMBER 2019

Thu Dec 5	HVP Accelerated Stream	Medical Devices & Therapeutics
Fri Dec 6	Innovator's Toolkit: Webinar	Raising Capital and Investor Relations
Mon Dec 9	HVP Development Stream	Module #6: Final Presentations and Next Steps Discussion
Tue Dec 10	DevTank Roundtable	Innovations in Pathology: Helping or Harming Your Diagnosis?
Wed Dec 11	Innovator Seminar	Featuring Dr. Todd Hoare
Thu Dec 12	Cross-Talks: Case Studies	Engineering Perspective
Fri Dec 13	Innovator's Toolkit: Webinar	Financial Management: Budgeting 101 for Health Start-ups
Mon Dec 16	Mentorship Program	Session #4
Fri Dec 20	Innovator's Toolkit: Webinar	Pitching to Different Audiences: Communicating Value

REGISTER [HEALTHINNOVATION-EVENTS.EVENTBRITE.CA](https://www.healthinnovation-events.eventbrite.ca)

BENEFITS BY EDUCATIONAL OFFERING

What do you need?	Innovator Seminar	Innovator's Toolkit Webinars*	Dev Tank Roundtable Discussion	Cross-Talk Series	HVP** Development Stream	HVP** Accelerated Stream	Mentorship Program	Sprint Competition & Bootcamp
Hear stories from local innovators	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Learn about the commercialization process	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Explore the commercialization potential of your work		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Explore new ideas for innovation			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Develop variety of entrepreneurial skills		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Learn more about clinical areas or emerging technologies			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Work with individuals from various disciplines				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Expand your professional network				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*Online modules will be available in January 2020

**HVP = Health Venture Program

ARE YOU JUST GETTING STARTED?

For those who are new to entrepreneurship and wish to explore innovation ideas while building their professional networks at the university, the MGD Health ICE program offers seminars, educational webinars, and roundtable discussions.

INNOVATOR SEMINAR

12 PM – 1 PM

Showcase the research, entrepreneurship and commercialization journeys of local health innovators across various disciplines. **MONTHLY**

Wed Sep 11 Featuring Dr. Paré and Dr. Calic
Wed Nov 13 Featuring Dr. Hartmann, Dr. Sheardown and Dr. Mahomed
Wed Dec 11 Featuring Dr. Hoare

Registration for each seminar is open until the seminar begins.

INNOVATOR'S TOOLKIT: WEBINARS

12 PM – 1 PM

Provide insights into skills and knowledge required at various points of the innovation development journey. **WEEKLY**

Fri Sep 13 Human-Centred Design: Problem Definition and Assessment
Fri Sep 20 Competitive Analysis: Market Research & Patent Searches
Fri Sep 27 Business Models & Target Product Profiles
Fri Oct 4 Intellectual Property: Overview and Strategies
Fri Oct 11 End Point Definition: Venture Creation vs. Licensing
Thu Oct 17 Prototyping and Iterative Development
Fri Oct 25 Innovation Validation: Pilot Studies and Clinical Trials
Fri Nov 1 Hospital Customers: Procurement and Co-Development
Fri Nov 8 Go-To-Market Strategies
Mon Nov 18 Strategic Partnerships: Value Chains and Customer Acquisition
Fri Nov 22 Building an Effective Team
Fri Nov 29 Innovation Valuation Methods
Fri Dec 6 Raising Capital and Investor Relations
Fri Dec 13 Financial Management: Budgeting 101 for Health Start-ups
Fri Dec 20 Pitching to Different Audiences: Communicating Value

All webinars follow a 15-part series. Registration for each webinar is open until the session begins.

DEVTANK ROUNDTABLE

4 PM – 6 PM

Create a forum of clinicians, researchers, students and professionals to discuss clinical areas and emerging topics or technologies in health innovation. **MONTHLY**

Tue Sep 24 Emerging Value Exchange Mechanisms in Healthcare
Tue Oct 22 Chasing Immortality: Advances in Aging Sciences
Tue Nov 19 Heart to Heart: Empathy through Cardiac Health Innovation
Tue Dec 10 Innovations in Pathology: Helping or Harming Your Diagnosis?

Registration open until time of session. Space is limited.

CROSS-TALK SERIES

9 AM – 1 PM

Foster conversations between disciplines to design solutions to clinical challenges (Clinical Perspective), find clinical needs for technologies (Engineering Perspective) and discuss effective value generation models (Business Perspective) in health. **MONTHLY**

Fri Oct 18	Value Generation: Evaluating business models for impactful health businesses
Thu Nov 14	Assessing clinical problems: identifying opportunities for new innovations
Thu Dec 12	Assessing emerging technologies: identifying c

Registration for each session is open until one day before the session begins. Please note space is limited.

DO YOU HAVE A BOLD [HEALTH] IDEA?

For those who have a project they wish to assess for commercialization potential and wish to build their professional networks within and outside of the university, the MGD Health ICE program offers various programs, competitions and mentorship opportunities.

HVP DEVELOPMENT STREAM

5 PM – 7 PM

Train the next generation of health innovators through exploring the commercialization potential of research projects and validating proposed solutions to clinical challenges. **ONCE PER ACADEMIC TERM**

Mon Sep 23	Module #1: Commercialization Overview and Market Research
Mon Sep 30	Module #2: Intellectual Property and Venture Creation
Mon Oct 28	Module #3: Innovation Design, Prototyping and Iteration
Mon Nov 11	Module #4: Team Creation, Value Articulation and Pitching
Mon Nov 25	Module #5: Business Development and Capital Raising
Mon Dec 9	Module #6: Final Presentations and Next Steps Discussion

Registration closes Oct 15, 2019. Note that individuals who register after Sep 23 will provided with all missed materials.

HVP ACCELERATED STREAM

8 AM – 4 PM

Provide a high-level overview of topics relevant to researchers, clinicians, students and staff interested in health innovation, commercialization and entrepreneurship. These sessions are focused on specific health innovation topics. **MONTHLY**

Thu Oct 17	Focus: Innovation in a Global Context
Thu Nov 21	Focus: Integrated Care Programs
Thu Dec 5	Focus: Medical Devices & Therapeutics

Registration open until day before session. Space is limited.

MENTORSHIP PROGRAM

5 PM – 8 PM

Connect participants with industry professionals to advise on innovation projects and entrepreneurial career trajectories. **ONCE PER ACADEMIC TERM**

Mon Oct 21	Session #1: Exploring Industry Career Paths
Mon Nov 4	Session #2: Building a Unique Value Proposition
Wed Nov 27	Session #3: Communication Strategies
Mon Dec 16	Session #4: Organizing to Maximize Outcomes

Registration open until time of session. Space is limited.

DO YOU WANT TO JOIN AN INNOVATION PROJECT TEAM?

For those who have skills they wish to use to solve a clinical challenge, MGD Health ICE offers a program to develop skills in needs-finding, solution development, communication and interdisciplinary collaboration.

SPRINT COMPETITION & BOOTCAMP 5:30 PM – 8 PM

Train the next generation of health innovation through a bootcamp that leads interdisciplinary teams through solving a clinical challenge. **ONCE PER ACADEMIC TERM.**

Sep 24	Information Session
Oct 3	Bootcamp Day 1
Oct 10	Bootcamp Day 2
Nov 21	Final Presentations

Registration closes September 30, 2019

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