



Blue LINC Lecture Schedule | 2017

Biomedical incubator and healthcare innovation immersion course for students across business, design, engineering and medicine

Program Moderator: Dr. Garrett Smith

		Timeline	Dates	Focus
----- <i>Winter Quarter 2017</i> -----				
Identify				
Stage 1	Needs finding Strategic focus Overview of Stanford Biodesign process Needs Statement Disease Sate and Case Analyses	Weeks 1 – 3	1/10 1/12 1/17 – 1/19 1/24 – 1/26	Clinical Immersion and Problem Identification
Stage 2	Needs screening Clinical Observations and Validation Needs Specification Case Studies Biotech based Entrepreneurship Re-validation with Experts	Weeks 4 – 8	1/31 – 2/9 2/14-2/16 2/21 2/23 2/28 – 3/2	Needs filtering; Research and Discussion
Invent				
Stage 3	Concept Generation Ideation and brainstorming Team Presentations	Weeks 9 – 10	2/21 - 2/28 3/16	Analysis and Comparison of Concepts
----- <i>Spring Quarter 2017</i> -----				
Stage 4	Concept Selection Concept Selection Regulatory and Reimbursement basics	Weeks 1 – 3	4/4 – 4/6 4/11	Business Fundamentals



	Business Models		4/13	
	Prototyping		4/18	
	Final Concept Selection		4/20	
Implementation				
Stage 5	Development Strategy and Planning	Weeks 4 – 5		
	IP strategy		4/25	Product Strategy
	Research and development strategy		4/27	
	Clinical strategy		5/2	
	Regulatory strategy		5/4	
Stage 6	Financial Strategy	Weeks 6-7		
	Reimbursement strategy		5/9	Financial and Business Strategy
	Marketing and stakeholder strategy		5/11	
	Sales and distribution strategy		5/16	
	Competitive advantage and business strategy		5/18	
Stage 7	Integration	Weeks 8-10		
	Product launch and implementation strategy		5/23	Preparation for Launch
	Operating plan and financial model		5/25	
	Business Plan development		5/30 – 6/1	
	Funding sources		6/6	
	Licensing and alternative pathways		6/8	
----- Entrepreneur Showcase - June 2017 -----				