

## CAS Swiss Biodesign for MedTech & Digital Health Innovators 2022/23 (Status: March 2022)

Early-Bird Application by May 2, 2022, Final Application by Jul 1, 2022

Pre-Readings and Online-Test by Nov 4, 2022

### Module 1a) Needs Finding & Market Research in Clinic in ZH (4 days)

TUE	08.11.22	13:00 – 22:00	<ul style="list-style-type: none"> <li>• Biodesign Process &amp; Deliverables</li> <li>• Team Intro &amp; Strategy</li> <li>• Socializing Activities &amp; Dinner</li> <li>• Needs Exploration &amp; Selection</li> <li>• Clinical Immersion Days</li> <li>• Market Research &amp; Sizing</li> <li>• Saturday Online-Teaching</li> </ul>
WED	09.11.	08:30 – 22:00	
THU	10.11.	08:30 – 22:00	
FRI	11.11.	08:30 – 16:30	
SAT	12.11.	08:30 – 12:30	

### Module 1b) Needs Selection & Ideation in Winterthur (3 days)

WED	07.12.	13:00 – 22:00	<ul style="list-style-type: none"> <li>• Intellectual Property Search</li> <li>• Stakeholder Analysis &amp; Cycle of Care</li> <li>• Digital Health Technologies</li> <li>• Concept Ideation</li> <li>• Regulatory &amp; Clinical</li> <li>• Reimbursement</li> <li>• Saturday Online-Teaching</li> </ul>
THU	08.12.	08:30 – 22:00	
FRI	09.12.	08:30 – 16:30	
SAT	10.12.	08:30 – 12:30	

### Module 2a) Business Concept & Market Access in Winterthur (3 days)

WED	11.01.23	13:00 – 22:00	<ul style="list-style-type: none"> <li>• Concept &amp; Product Market Fit Testing</li> <li>• Business Case</li> <li>• Startup Funding Strategy</li> <li>• Health Economics</li> <li>• R&amp;D Strategy and Quality Management</li> <li>• Saturday Online-Teaching</li> </ul>
THU	12.01.	08:30 – 22:00	
FRI	13.01.	08:30 – 16:30	
SAT	14.01.	08:30 – 12:30	

### Module 2b) Entrepreneurship & Final Presentation in Zurich (1.5 days)

THU	02.02.	13:00 – 22:00	<ul style="list-style-type: none"> <li>• Final Presentations</li> <li>• Graduation Dinner</li> <li>• Insider Talks Startup Innovator, Venture Capitalist, Industry Innovator</li> </ul>
FRI	03.02.	09:30 – 15:30	

**Changes are possible.**