



**BARCELONA KICK-OFF:**

(2 days)

Date: April 16-17, 2018

Pier 01 Barcelona Tech City (Plaça de Pau Vila, 1, 08039 Barcelona)

- Identifying the Economic Buyer
- Stakeholder Interviewing
- Defining Clinical Needs and the Value Proposition

**Preliminary Agenda:**

Monday, April 16, 2018

Time	Topic	Lead
9:00 – 9:30	Introductions and overview of course and expectations	John Collins & Mike Dempsey
9:30 – 10:00	Managing the journey	John Collins
10:00 – 10:30	Identifying Users, Buyers & Influencers	Mike Dempsey
10:30 – 14:00	Stakeholder Interviewing (with working lunch)	Joel Weinstein
14:00 – 17:00	“Get out of the Lab”! Teams conduct pre-arranged interviews	Teams
17:00 – 18:00	Team work time – refine deck	Teams
19:00 – 21:00	Working dinners (with Accelerator Executives)	Teams



Tuesday, April 17, 2018

Time	Topic	Lead
9:00 – 11:30	Team Presentations (15 mins w/ 5-page template) & Feedback (5 mins)	Teams
11:30 – 12:30	Defining Clinical Needs and the Value Proposition	Josh Tolkoff
12:30 – 13:00	Lunch free time*	
13:00 – 14:00	De-Risking strategies	Mike Dempsey
14:00 – 14:30	CoLab exercises	Marshall Collins
14:30 – 15:30	The making of an investable business	Eric Evans
15:30 – 15:45	Close-out	John Collins & Mike Dempsey
15:45 – 16:15	One-on-One's with Accelerator Executives	Teams
16:15 – 17:30	Break*	
18:00 – 19:30	Public Event: Being a successful healthcare entrepreneur: lessons from Boston to Barcelona	CIMIT Faculty

\* At the participants cost.