

SPEED HEALTH

Syllabus Summary

TEKMOUNTAIN
technology. incubation. innovation.

 New Hanover
Regional Medical Center

Fall 2019

| | |
|---------|---|
| Week 1 | Tues and Wed Sept 24 th -25 th ALL Day at tM Intro to Business Model Canvas |
| Week 2 | Thu Oct 3 rd – Value Proposition - 2hrs (3-5pm) |
| Week 3 | Thu Oct 10 th – Customer Segments - 2hrs (3-5pm) |
| Week 4 | Thu Oct 17 th – VP and CS Refinement - 2hrs (3-5pm) |
| Week 5 | Thu Oct 24 th – Customer Channels - 2hrs (3-5pm) |
| Week 6 | Wed Oct 30 th – Customer Relationships - 2hrs (3-5pm) |
| Week 7 | Thu Nov 7 th – Revenue Model - 2hrs (3-5pm) |
| Week 8 | Thu Nov 14 th – Key Relationships & Art of the Pitch - 2hrs (3-5pm) |
| Week 9 | Thu Nov 21 st – Key Activities, Key Resources & Costs - 2hrs (3-5pm) |
| Week 10 | Thu Dec 5 th – Practice Final Presentation 2hrs (3-5pm) |
| Week 11 | Thu Dec 12 th – Spark Tank 5:30pm to 8:30pm |

Goal

An experiential learning opportunity showing how founders build startups. Teams will take an idea from concept to a business model which may enter the NHRMC Innovation Pipeline for further development. Team members will also be able to leverage knowledge learned to develop ideas into small business concepts.

Course Description

This program provides real world, hands-on learning on what it's like to start a company. This program is not about how to write a business plan. It's not an exercise on how smart you are, how well you write code or what your patent is, or how well you use the research library to size markets. This is a practical program – essentially a lab, not a theory or “book” class. Our goal, within the constraints of the office and a limited amount of time, is to create an entrepreneurial experience for you with all of the pressures and demands of the real world in an early stage startup. The program is designed to give you the experience of how to work as a team and turn an idea into a company. You will be getting your hands dirty talking to customers, partners, and competitors, as you encounter the chaos and uncertainty of how a startup actually works. You'll practice evidence-based entrepreneurship as you learn how to use a business model to brainstorm each part of a company and customer development to get out of the office to see whether anyone other than you would want/use your product. Finally, based on the customer and market feedback you gathered, you will use agile development to rapidly iterate your product to build a minimum viable product (MVP), something customers would actual use and buy. Each block will be a new adventure as you test each part of your business model and then share the hard-earned knowledge with the rest of the class.



Amount of Work

Teams have reported up to 20 hours of work each week. Getting out of the classroom is what the effort is about. If you can't commit the time to talk to customers, this class is not for you. Teams are expected to have completed at least 10 in-person or Skype video interviews each week (per team), focused in the Business Model Canvas area of emphasis for that week. In the 2nd and 3rd week of class, we expect at least 15 interviews to get up to speed quickly on Customer Segments and Value Proposition. This means in total over the 10-week course, you will have completed at least 100 interviews. For those with easy to access interview groups, e.g., consumer product/service businesses, more interviews will be expected.