

# Program at Glance

	Day 1 What Drives Innovation	Day 2 Understanding Your Key Stakeholder	Day 3 Building a Competitive Advantage	Day 4 Testing the Value of Your Solution	Day 5 Testing the Value of Your Solution
MORNING	<p>Introduction to BII</p> <p>My Entrepreneurial Journey w. Jens Nielsen, BII</p> <p>Innovation and Push and Pull Mechanisms</p> <p>Patent Strategy</p>	<p>Market and Industry Analysis</p> <p>Market Access and Payer Systems - US and EU</p> <p>Regulatory and Development Plan</p>	<p>What is TTP and MVP?</p> <p>Get Your USP's Right</p> <p>My TTP w. Joakim Nguyen Sørensen, iNotify Therapeutics</p>	<p>Soft Funding</p> <p>The Risk Grid</p> <p>Road Map and Value Inflection Points</p> <p>Inspirational Case Talk</p>	<p>Participants to finalize presentations</p> <p>Pitch Session Part 1</p> <p>Pitch Session Part 2</p>
AFTERNOON	<p>Addressing Unmet Needs: Identifying Your Target Customer</p>	<p>Competitive analysis and intro to USP</p>	<p>Pitch Training</p>	<p>Business Models and Funding</p>	<p>Reflections on Commercializing Your Invention</p> <p>Wrap up and Goodbye</p>
	<p>Case work</p>	<p>Case work</p>	<p>Case work</p>	<p>Case work</p>	<p>Goodbye drinks with BII staff and start-ups</p>
EVENING	<p>"A startup Journey" / "How an Unmet Need Drives Innovation"</p>			<p>Attracting Investors</p> <p>Panel Discussion with VCs</p>	