

West of England Health Innovation Programme

7th, 8th, 11th & 15th June, [Village Hotel Swindon](#), Whitehill Way, Swindon, SN5 7DW

Day 1: Turning Ideas into a Business

Introductions (9.00 - 9.30)

Session 1: Telling The Story (9.30 - 10.30)

Session 2: The Power of Why (10.30 - 11.45)

Session 3: Building a Solution (11.45 - 1.00)

Lunch (1.00 - 2.00)

Session 4: Understanding The Problem (2.00 - 3.30)

Session 5: How Big Is The Opportunity? (3.30 - 5.00)

Session 6: The Business Model Canvas (5.00 - 6.00)

Day 2: Turning a Business into What Matters

Session 7: The NHS as a Marketplace (9.00 - 11.00)

Session 8: The Routes To Market (11.00 - 12.00)

Session 9: Generating Revenue Streams (12.00 - 1.00)

Stories from the “Entrepreneurial Coal Face” & Lunch (1.00 - 2.00)

Session 10: Making It Happen (2.00 - 3.00)

Session 11: The Partner Ecosystem (3.00 - 4.00)

Session 12: How Much Will It Cost (4.00 - 5.00)

Session 13: NHS National Program for Spreading Innovation (5.00 - 6.00)

Day 3: The Next Steps

Session 14: Access to Funding (9.00 - 10.30)

Session 15: Customer Discovery and Business Model Validation (10.30 - 1.00)

Lunch (1.00 - 2.00)

Session 16: Customer Discovery and Business Model Validation (2.00 - 3.00)

Session 17: Regulator Approval (3.00 - 4.00)

Session 18: NICE Advise to Advice (4.00 - 5.00)

Session 19: Pitch Perfect (5.00 - 6.00)

Day 4: The Pitch

Session 20: Next Steps & Signposting (9.00 - 10.00)

Pitch Preparation & Lunch (10.00 - 1.00)

Pitching Sessions (1.00 - 3.00)

Speed Mentoring (3.00 - 5.00)

Awards Presentation and Networking (5.00 - 6.00)