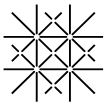


## Digital Healthcare Entrepreneurship School in February 2024.

Within the framework of the Upper Rhine university alliance *Eucor - The European Campus*, the renowned Karlsruhe Institute of Technology (KIT) in cooperation with the University of Basel and the University of Strasbourg invites students from all Eucor universities to participate in a Winter School on *Digital Healthcare Entrepreneurship*. The Winter School is designed as a one-week block course and allows students to work on exciting current issues at the intersection of healthcare, digitalization and entrepreneurship. Participating students earn 3 ECTS credits for their studies at the Winter School. The interdisciplinary and international teams are accompanied by lecturers from science and practice. In addition to students from the five Eucor universities, participation is also open to students from the European University Alliance EPICUR. An overview of the participating universities can be found [here](#).

### The most important information at a glance

<b>Period</b>	19.02.-23.02.2024
<b>Format</b>	<ul style="list-style-type: none"><li>• Block Course, Working Language English</li><li>• Practice-oriented collaboration in interdisciplinary teams</li></ul>
<b>Target group:</b>	Interested bachelor and master students enrolled in universities of the alliances Eucor and EPICUR.
<b>Course description</b>	See page 2
<b>Registration:</b>	<b>Places for students of the University of Basel are limited to 7. Interested students are kindly requested to register for the course by <u>November 15<sup>th</sup></u> by sending an email to <a href="mailto:marc.frick@unibas.ch">marc.frick@unibas.ch</a>. Participants will be selected on a first come, first served basis.</b>
<b>Performance record and ECTS:</b>	Active participation in the course, group work and presentation 3 ECTS
<b>Your advantages:</b>	<ul style="list-style-type: none"><li>• Exchange with experienced entrepreneurs and innovation experts</li><li>• Providing skills in project management, business development and start-up financing.</li><li>• Project-related interdisciplinary work on innovative solution approaches for "real-world-problems" from the field of digitalized healthcare.</li></ul>
<b>Further:</b>	Travel and accommodation costs will be reimbursed. The Welcome Dinner is paid for by the organizing institutions.
<b>Contact:</b>	Dr. Marc Frick, EPICUR Project Coordinator at the University of Basel, <a href="mailto:marc.frick@unibas.ch">marc.frick@unibas.ch</a> .



## The Winter School

The *Digital Healthcare Entrepreneurship School* brings together students from several European universities to spend a week deepening their knowledge of digital healthcare entrepreneurship. Students gain experience in entrepreneurship and learn how to obtain the resources necessary to implement a product vision. The Winter School teaches entrepreneurial skills that are critical to launching a successful business. The primary focus is on digital businesses in the healthcare industry. A deep understanding of how healthcare works and current healthcare necessities is critical to identifying entrepreneurial potential. The goals of the Winter School are to identify potential business ideas that offer added value for patients and physicians, to develop a viable business model for this purpose, and to present this successfully in front of financiers or a jury of experts.

The one week-long program is hosted by the renowned Karlsruhe Institute of Technology (KIT) and supported by Eucor partners University of Basel and University of Strasbourg. It is embedded in a series of social activities to promote exchange among participants.

## Learning Outcomes

Participation in the Winter School trains students in the following state of the art techniques of entrepreneurship ...

- Creative Ideation
- Utility analysis
- Value Proposition Canvas
- Jobs-to-be-done method
- Advanced Business Modeling