The Aikens Innovation Academy was developed to contribute to a culture of innovation and entrepreneurship within the Frankel Cardiovascular Center (FCVC), and to impact patient care by executing innovative processes and technologies. The program supports project teams with education, mentorship, and funding to help them map out and execute a path to implementation. Training for clinical and entrepreneurial innovations takes place during a nine-week course customized for the FCVC.

**Class dates:** Tuesdays/Wednesdays Jan 14 – Mar 24; see below for details

**Time:** 5:30-7:30pm; Dinner provided

**Location:**
- Tuesdays: Taubman Health Sciences Library (THSL) 6000;
- Wednesdays: THSL 6215

**Instructor:** David Olson, PhD

**Eligibility:** Faculty, staff, and trainees affiliated with the FCVC

**Objective:** Upon completion, teams will have validated their solution and prepared a successful business case and presentation to acquire developmental resources and collaborators.

**Course requirements:**
- At least one team member should be present for Tuesday lectures, which are applicable to both clinical and entrepreneurial projects.
- Wednesday lectures are specifically related to entrepreneurial topics. These lectures will be recorded and available online at a later time.
- Depending on the number of teams enrolled, some teams may be required to attend workshops on Wednesdays.

Teams will be expected to perform interviews with stakeholders and prepare and revise pitches outside of class. *For this reason, it is highly recommended that teams contain at least two members.*

**About the Instructor:**
David Olson, PhD has more than 20 years of experience in building life science companies, product development, intellectual property management, business development and venture financing. He has co-founded 6 biotech start-ups, managed other early-stage businesses, and authored business plans backed by more than $61M in capital. Most recently he was co-founder and CEO of Swift Biosciences Inc. where he led the creation, funding and development of the company for six years. During that time Swift invented and brought to market multiple new technologies for genetic analysis and Next Generation Sequencing. Prior to Swift, Dr. Olson was a founding member of Accuri Cytometers Inc. (acquired by Becton Dickinson in 2011), where he was responsible for creating Accuri’s product vision and played a central role in all aspects of corporate strategy. Dr. Olson received his doctorate in Molecular Biology from Princeton University, and completed a postdoctoral fellowship at the University of California, San Francisco.

**Enroll:** [https://innovation.medicine.umich.edu/cvc-innovation-academy/](https://innovation.medicine.umich.edu/cvc-innovation-academy/)

**Questions?** Contact Meghan Cuddihy at mcuddihy@med.umich.edu or 734-615-9904
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<th>Week</th>
<th>Date(s)</th>
<th>Tuesday (THSL 6000)</th>
<th>Wednesday (THSL 6215)</th>
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| 1    | January 14 & 15 | Intros  
Commercialization Case Studies  
(Research Instrument)                      | Introduction to Intellectual Property                          |
| 2    | January 21 & 22 | Commercialization Case Studies  
(Medical Device)  
Customer Discovery                      | Regulatory Topics Survey                                     |
| 3    | January 28 & 29 | Stakeholders & Markets  
Mapping Template Assignment                     | Equity & Investments                                         |
| 4    | February 4 & 5  | GROUP A: Stakeholders / Features / Benefits presentations                           | GROUP B: Stakeholders / Features / Benefits presentations – GROUP B |
| 5    | February 11 & 12 | GROUP A: Customer discovery reports                                                 | GROUP B: Customer discovery reports                          |
| 6    | February 18     | Communicating Innovation  
Pitch Template Assignment                                                            | NO CLASS                                                     |
| 7    | February 25     | De-Risking Innovation  
Planning & Development Milestones                                                  | NO CLASS                                                     |
|      | March 3 & 4     | BREAK – NO CLASS                                                                  | BREAK – NO CLASS                                             |
| 8    | March 10 & 11   | GROUP A: Pitch Presentations – 1st draft                                            | GROUP B: Pitch Presentations – 1st draft                     |
| 9    | March 17 & 18   | GROUP A: Pitch Presentations – 2nd draft                                            | GROUP B: Pitch Presentations – 2nd draft                     |
| 10   | March 24        | Pitch Dress Rehearsals                                                             | NO CLASS                                                     |

**Pitch Showcase – May 18, 2-5pm, Danto Auditorium**

**Pitch Showcase**  
May 18, 2-5pm  
Danto Auditorium