

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 twelve-week course customized for the FCVC.

Note: Dates and time are tentative

Class dates: Tuesdays/Wednesdays Feb 23 – May 20; see below for details
Time: 5:30-7:30pm
Location: Virtual (Zoom)
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.

Additional information:

- At least one team member should join the Tuesday lectures, which are applicable to both clinical and entrepreneurial projects.
- Wednesday lectures are specifically related to entrepreneurial topics (optional but recommended).
- During Workshop weeks (see schedule), teams will attend either Tuesday or Wednesday. Between workshop sessions, teams will be expected to perform interviews with stakeholders and prepare and revise pitches outside of class.
- Lectures will be recorded and available online at a later time, though it is highly recommended that the majority of lectures be attended synchronously as Q&A enhances understanding of the topics.

About the Instructor:

David Olson, PhD has more than 23 years of experience in building life science companies, product development, intellectual property management, business development and venture financing. He has co-founded 7 biotech start-ups, managed other early-stage businesses, and authored business plans backed by more than \$66M in capital. 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), 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.

Tentative 2021 Schedule

Week	Date(s)	Tuesday	Wednesday
1	February 23 & 24	Intros Commercialization Case Studies (Research Instrument)	Introduction to Intellectual Property
2	March 2 & 3	Commercialization Case Studies (Medical Device)	Regulatory Topics Survey
3	March 9 & 10	Stakeholders & Markets Mapping Template Assignment	Equity & Investments
4	March 16 & 17	GROUP A: Stakeholders / Features / Benefits presentations	GROUP B: Stakeholders / Features / Benefits presentations – GROUP B
5	March 23 & 24	Customer Discovery Customer Discovery assignment	<i>NO CLASS</i>
6	March 30 & 31	<i>NO CLASS</i>	<i>NO CLASS</i>
7	April 6 & 7	GROUP A: Customer discovery reports	GROUP B: Customer discovery reports
8	April 13 & 14	Communicating Innovation Pitch Template Assignment	<i>NO CLASS</i>
9	April 20 & 21	GROUP A: Pitch Presentations – 1 st draft	GROUP B: Pitch Presentations – 1 st draft
10	April 27 & 28	De-Risking Innovation Planning & Development Milestones	<i>NO CLASS</i>
11	May 4 & 5	GROUP A: Pitch Presentations – 2 nd draft	GROUP B: Pitch Presentations – 2 nd draft
12	May 11	Pitch Dress Rehearsals	<i>NO CLASS</i>
Pitch Showcase – (Tentative) May 20			

Lecture

Optional lecture (entrepreneurship focus)

Workshop

Enroll: <https://innovation.medicine.umich.edu/cvc-innovation-academy/>

Questions? Contact Meghan Cuddihy at mcuddihy@med.umich.edu or 734-615-9904