

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.

- Class dates:** Tuesdays/Wednesdays Feb 1 – Apr 19; see below for details
Pitch Showcase TBD (likely week of May 16)
- Time:** 5:30-7:30pm
- Location:** Virtual
- 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.

Week	Date(s)	Tuesday	Wednesday
1	February 1 & 2	Intros Commercialization Case Studies (Research Instrument)	Introduction to Intellectual Property
2	February 8 & 9	Commercialization Case Studies (Medical Device)	Regulatory Topics Survey
3	February 15 & 16	Stakeholders & Markets Mapping Template Assignment	Equity & Investments
4	February 22 & 23	GROUP A: Stakeholders / Features / Benefits presentations	GROUP B: Stakeholders / Features / Benefits presentations – GROUP B
5	March 1	Customer Discovery Customer Discovery assignment	NO CLASS
6	March 8 & 9	NO CLASS	NO CLASS
7	March 15 & 16	GROUP A: Customer discovery reports	GROUP B: Customer discovery reports
8	March 22 & 23	Communicating Innovation Pitch Template Assignment	De-Risking Innovation Planning & Development Milestones
9	March 29 & 30	NO CLASS	NO CLASS
10	April 5 & 6	GROUP A: Pitch Presentations – 1 st draft	GROUP B: Pitch Presentations – 1 st draft
11	April 12 & 13	GROUP A: Pitch Presentations – 2 nd draft	GROUP B: Pitch Presentations – 2 nd draft
12	April 19 & 20	Pitch Dress Rehearsals	NO CLASS
Pitch Showcase – TBD (likely week of May 16)			

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