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**UNIVERSITÄT
BERN**

**ARTORG CENTER
BIOMEDICAL ENGINEERING RESEARCH**

CASCINATION

INSELSPITAL
UNIVERSITÄTSSPITAL BERN
HOPITAL UNIVERSITAIRE DE BERNE
BERN UNIVERSITY HOSPITAL

Welcome to the HiPerNav Shark Tank

March 12th - March 16th 2018

Bern, Switzerland



Version 1.4

08.03.2018

	Industrial Day	Clinical Day I	Clinical Day II	Medical Device Development I	Medical Device Development II
	Monday 12 th CAScination	Tuesday 13 th ARTORG	Wednesday 14 th ARTORG	Thursday 15 th ARTORG	Friday 16 th ARTORG
	Welcome	Visit to IR interventions	Lectures from clinicians	Visit to AR surgery	Group work
	CAScinations path from bench to bedside		Updates on ESR projects		Shark Tanks
	CAScination Tour				Wrap up
Lunch					
	CAScination Tour Product demos: Liver, IR, AR, Robotics, Otoplan	Lectures from clinicians	Lectures	Lectures	
		Lectures	Group Work	Group Work	
		Group Work			
Dinner	Dinner WP leaders + ESRs	Traditional Swiss Dinner	Social Events		

Task of the week

Are you ready to swim with the sharks? This one-week training event will prepare you for this exact moment. The stakes are high – you could be the next hot millionaire in town or have your business plan ruthlessly torn apart. But, worry not! From 12th to 16th March you will discover the dirty secrets of turning a good (or bad) idea into a successful clinical product. We will coach you into identifying the clinical needs in the current market, concocting a business plan, performing sophisticated risk assessments and everything that you need to know to build that bullet-proof business concept.

Armed with this knowledge, you will work throughout the week together with a team of 4-5 fellow students to design a business plan that tackles a clinical need (can be anything from a device, concept, or software). At the end of the week you will pitch your business plan at the ultimate test: the shark tank. We will implement the concept of the famous show which gives entrepreneurs the opportunity to sell their ideas to a team of successful businessmen/women who are ready to invest in their company. So, as the show goes, you will have a very short timeframe (< 10min) to convince the local jury that your idea is worth the money. The winning team does not only get to survive the “sharks attack”, but they will also get a prize!

Here is a list of links from the famous show that you should watch in preparation for the training event:

1. Ice-cream, know your numbers: <https://www.youtube.com/watch?v=UoV01zbGTzM>
2. A medical idea: <https://www.youtube.com/watch?v=3zemeQf58P4>
3. Best pitches: <https://www.youtube.com/watch?v=pjKbagr2Bvg>
4. Worst pitches: <https://www.youtube.com/watch?v=mkJKjdbluRg>
5. Bill Nye on Shark Tank: <https://www.youtube.com/watch?v=1RZLBMz8inw>

Monday 12th March – Industrial Day

Time	Topic	Responsible
08:30	Coffee	
09:00	Welcome in Bern Introduction to the task of the week	Stefan Weber
09:30	What is a Shark Tank? <i>Finance pitch</i>	ESRs Bern
09:45	Introduction to CAScination	Matthias Peterhans
10:15	Coffee break	
10:30	From Research Project to CE approval (CAS-One IR) Clinical Need, Solution Business Model	Matthias Peterhans
12:00	Lunch	
13:00	Regulatory Affairs, Risk management	Stefan Weber
14:30	Coffee break Building groups (4 groups)	
15:00	CAScination tour CAS-One IR, AR, Surgery OTOPLAN HEARO	FV, IP, BE, DE, LR
15:00	WP leader meeting	WP leaders
17:00	Departure	ALL
18:00	Dinner @ Altes Tramdepot https://goo.gl/maps/fr5je6Xw7rm	ALL

Tuesday 13th March – Clinical Day I

Time	Topic	Responsible
08:30	Meeting at ARTORG	Iwan Paolucci
08:30	Visit to Navigated percutaneous liver tumor ablations 3 groups à 5 people Others are working on group work	Anja Lachenmayer
13:00	Lunch	
13:45	Navigated open liver surgery	Vanessa Banz
14:45	Clinical strategy	Stefan Weber
15:30	Coffee break	
15:45	Intellectual Property	Stefan Weber
16:30	USP Financing, Investment proposal	Stefan Aebischer
16:30	Group work	
18:00	Traditional Swiss Dinner @ ARTORG	Iwan Paolucci

Wednesday 14th March – Clinical Day II

Time	Topic	Responsible
09:00	Meeting at ARTORG	Stefan Weber
09:00	Navigated percutaneous ablations of liver tumors	Anja Lachenmayer
09:45	Planning for pancreas surgery	Matthias Worni
10:30	Coffee break	
10:45	Updates on ESR projects 5 minutes pitch	ESRs
13:00	Lunch	
14:00	Group work	
15:00	Coffee break	
15:15	Group work	ESRs
16:30	Guided city tour	ALL
18:30	Dinner	ESRs

Thursday 15th March – Medical Device Development I

Time	Topic	Responsible
09:00	Meeting at ARTORG	
09:00	Visit to augmented reality surgery	Anja Lachenmayer
12:00	Group Work	ESRs
13:00	Lunch	
14:00		
14:45	Software development in the medical technology industry	Laurence Krpoun
15:30	Coffee break	
15:45	Lecture	Raphael Sznitman
16:30	Group work	ESRs

Friday 16th March – Medical Device Development II

Time	Topic	Responsible
09:00	Meeting at ARTORG	
09:00	Preparation and warm up	ESRs
10:00	Shark Tank 10 Minutes per group	Sharks: Stefan Weber Raphael Sznitman Marco Matulic Carlos Ciller <i>more to be confirmed</i>
12:00	Awards	
12:20	Wrap up	
	Lunch	
14:00 <i>For those who are joining the skiing event</i>	Grab skiing equipment	Iwan Paolucci

General Information

How to get to Bern

Best is to use the airports Zürich, Basel or Geneva (not Bern) and then come by train. All of these airports are about 1:30 h away from Bern.

How to get to the venues

Address ARTORG Center, University of Bern
ARTORG Murtenstrasse 50
3008 Bern

<https://goo.gl/maps/VBzsinmQsmr>

By public transport Leave the railway station "Bern" through the "Welle" and take Bus 101 to "Bremgartenfriedhof". For the bus schedule please visit the BERN-MOBIL website (www.bernmobil.ch).

Address CAScination AG
CAScination Steigerhubelstrasse 3
3008 Bern

<https://goo.gl/maps/Qwe3fVYTyaw>

By public transport Leave the railway station "Bern" through the "Welle" and take Bus 101 to "Weyermanshaus". For the bus schedule please visit the BERNMOBIL website (www.bernmobil.ch).

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Currency Swiss francs (CHF), 1 CHF = 0.85 EUR
In some restaurants and most bars it's not possible to pay by credit card, so it's best to have some cash with you.
Best exchange rate is generally offered by SBB (in main central station aka Hauptbahnhof).

Public transport For long-distance travel within Switzerland consult the website of the swiss railway SBB (www.sbb.ch)
Best Option if you don't stay within walking distance: 1 week Pass Zones 1-2 (~40 CHF)