



## Kickoff

- Welcome
- Program overview
- Icebreaker
- Pitch basics: content & layout
- Visit of a Fablab

@WA 01/02



BX = Brussels  
VL = Flanders  
WA = Wallonia

## Kickoff

- Pitch in practice
- Pitch basics: storytelling & body language
- Intro to the Living Lab approach

02/02 @WA

## Product concept development

- Product-market fit
- Product concept development

@VL 07/02

## QA/RA & Traceability

- To be or not to be a medical device ?
- Regulatory requirements
- Quality Management Systems
- Design & production traceability

08/02 @BX

## Pressure cooker

- Rapid prototyping
- Product concept sharpening

@VL 01/03

## Design, Materials & Infrastructures

- Fail fast principles
- Hardware: materials & production processes
- Software: technical framework

02/03 @VL

## Validation, Clinical Trials, Meet & Greet

- Validation
- Clinical trials
- Meet & Greet: key actors of the sector

@BX 28/03

## Intermediate Pitch

- Parallel peer-to-peer pitch practice
- Intermediate pitch night

29/03 @VL

## IP & Data Protection

- General Data Protection Regulation
- IT right
- IP

@WA 19/04

## Financial metrics & Investment

- Health Economics
- Reimbursement & alternatives
- Financial plan
- How to attract and retain investors?

20/04 @WA

## Sales & Challenge your business model

- Sales & marketing
- Distribution channels
- Challenge your business model !
- Wrap-up

@BX 03/05

## Final Pitch

- Parallel peer-to-peer pitch practice
- Pitch night
- Demo corner

24/05 @BX