

## Indian Institute of Technology Kanpur New Course Proposal

**Course Number:** ~~698B~~ 668  
**Course Title:** Healthcare Ventures & Enterprises, ~~Part 2 of 2 II~~  
**Per Week Lectures:** Lectures/Tutorials/Labs/Additional hours  
**Course Duration:** Full semester (summer)  
**Proposing Department:** BSBE  
 Other Departments/IDPs which may be interested in the proposed course: Design Dept  
 Other faculty members interested in teaching the proposed course: Prof. J.Ramkumar, Prof. B.V. Phani and Mr. Srikant Sastri (expected to soon join as a visiting Prof. of Practice)  
**Proposing Instructors:** Prof. Amitabha Bandyopadhyay  
**Lecture Duration:** 3 hours (Friday evening & Saturday morning only)  
**Class size:** 20 (B.Techs; M.Techs & PhDs)  
**Teaching hours:** 14 classes\*3 hours (42 hours). ~~Friday evening & Saturday AM~~

### Course Description:

A) **Objectives:** This is the second course that will expose students to the world of healthcare innovation. Having worked closely with clinicians, and observed customer behaviour in the previous course, students will now convert their updated hypotheses and ideas into prototypes- and where possible- experience the full journey of building a 'minimum viable product' (MVP). Students will also get exposed to key business concepts, and understand what it takes to be market-ready & investor-ready . They will continue to see how fundamental principles of innovation are universally relevant, *whether at a start-up, or as a new unit in a big company*. This course is in consonance with the recently-adopted 'Student Entrepreneurship Policy'; it prepares students for entrepreneurship through structured learning and hands-on experience.

### B) Course Content:

Class#	Broad Topic	Topics	Duration (hours)
1	MVP & prototyping readiness	Taking stock of final MVP design and prototyping plans. Creating detailed execution plans	3
2	Business models & moats	Monetisation strategies & creating long-term competitiveness. IP strategy	3
3 & 4	Lab work	Prototyping & MVP execution	6
5	Dream big, Start now	Global markets; Design; Leadership & talent strategy	

6	GTM & Marketing strategy	Structured frameworks for go-to-market strategy. Innovative marketing approaches	3
7	Regulation & government	Regulation, a necessary evil. Doing business with government	3
8	Financing & funding strategy	Assessing how much funding is required. Funding sources, and their relevance	3
9, 10 & 11	Lab work	Prototyping & MVP execution	9
12	Stock-taking & peer review	Peer review and learning in the class where experiences from prototyping & MVP are shared	3
13 & 14	Pitching & storytelling	Learning the techniques to pitch successfully to investors, customers & employees	6

**Pre-requisites:** Students should have completed the Part-1 summer course (BSE698A). They must continue working in teams of four, with complementary skill sets (A team must ideally have two persons with strong technical skills, one with business analysis skills, and one person with sales/marketing mindset)

**Summary:** Healthcare innovation will drive quality and affordable healthcare in the post-Covid world. Rapid technology changes (especially AI & digital health) are enabling dramatic new products and services globally. Modernisation of healthcare infrastructure in India, as also import substitution, is driving medical device innovation in India. *Success begins with first developing ideas for products and services (whether physical or digital) that are based on real clinician and market insights These ideas then need to get translated into actual products and services whose initial prototypes & MVPs get tested in the market, while simultaneously building business expertise.*

**Reference books:**

**Required Readings:** How to be a Founder (Bloomsbury); The Storyteller's Secret (Macmillan); The Ventilator Project (Pan Macmillan).

**Assessment:**

**Assessment Criteria:** One mid-semester (group) presentation; a final presentation & submission; Class participation

Course  
Approved  
Abhishek  
Kothari  
16/11/23