



Schedule-At-A-Glance
San Diego Marriott La Jolla
4240 La Jolla Village Drive, La Jolla, CA 92037

Pre-Course Webinar – Tuesday, January 22, 2019		
3:00 pm-4:00 pm	Pre-Course Informational Webinar	On-Line Click here
Kick-off Workshop – Tuesday, February 19, 2019		
7:00 pm-9:00 pm	Welcome Reception	Coronado
Class 1: Kick-off Workshop – Wednesday, February 20, 2019		
7:00 am-7:55 am	Breakfast – Included with your group block hotel stay	San Diego Marriott La Jolla - Fresh
8:00 am-8:30 am	Kick-off/Course Overview/Introductions	Soledad (Lobby Level)
8:30 am-9:00 am	Plenary Lecture Part 1: Business Models and Customer Development	Soledad (Lobby Level)
9:00 am-11:30 am	Team Presentations (1 group: 5 min presentations each)	Soledad (Lobby Level)
11:30 am-12:00 pm	Plenary Lecture Part 2: Business Models and Customer Development	Soledad (Lobby Level)
12:00 pm-1:30 pm	Plenary Session Working Lunch: Best Practices for Customer Discovery	Soledad (Lobby Level)
1:30 pm- 8:00 pm	Get Out of the Building: Scheduled interviews; allow for travel time	Out of the Building
8:00 pm-8:30 pm	Meeting with NIH	Soledad (Lobby Level)
8:30 pm-Finish	Mandatory Office Hours	TBD



Class 2: Kick-off Workshop – Thursday, February 21, 2019		
8:00 am-8:30 am	Breakfast – Included with your group block hotel stay	San Diego Marriott La Jolla - Fresh
8:30 am-8:45 am	Class Q&A about Customer Development	Soledad
8:45 am-9:30 am	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	Soledad
9:30 am-11:30 am	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	Newport (Lobby Level) Irvine (Lobby Level) Cardiff (Main Lobby Level)
11:30 am-12:30 pm	Plenary Lecture Value Proposition and Customer Segments/VPD Problem Solution Fit	Soledad
12:30 pm - 1:00 pm	Lunch	Soledad
1:00 pm-8:00 pm	Get Out of the Building: Scheduled interviews; allow for travel time	Out of the Building
8:00 pm-Finish	Mandatory Office Hours	TBD



Class 3: Kick-off Workshop – Friday, February 22, 2019		
8:00 am-8:30 am	Breakfast – Included with your group block hotel stay	San Diego Marriott La Jolla - Fresh
8:30 am-8:45 am	Class Q&A about Problem Solution Fit	Soledad (Lobby Level)
8:45 am-9:30 am	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	Soledad
9:30 am-11:30 am	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	Newport (Lobby Level) Irvine (Lobby Level) Cardiff (Main Lobby Level)
11:30 am-12:30 pm	Cohort Lecture Value Propositions and Customer Segments: Workflows	Newport (Lobby Level) Irvine (Lobby Level) Cardiff (Main Lobby Level)
12:30 pm-2:00 pm	Plenary Session Working Lunch: How to Succeed In I-Corps™ Panel	Soledad
2:00 pm-2:45 pm	WebEx training & Platform Training Q&A	Soledad
2:45 pm-3:00 pm	NIH Expectations and Adjourn	Soledad



all times are in **Eastern Time for On-Line Courses**

Class 4: WEBEX #1 – Wednesday, February 27, 2019		
1:00 pm-1:10 pm	Q & A about Work Flows	WebEx Group
1:10 pm-1:55 pm	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	WebEx Group
2:00 pm-3:30 pm	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	WebEx Cohort
3:30 pm-4:30 pm	Cohort Discussion: Ecosystems	WebEx Cohort
Class 5: WEBEX #2 – Wednesday, March 6, 2019		
1:00 pm-1:10 pm	Q & A about Ecosystems	WebEx Group
1:10 pm-1:55 pm	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	WebEx Group
2:00 pm-3:30 pm	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	WebEx Cohort
3:30 pm-4:30 pm	Cohort Discussion: Revenue Streams, Channels and Customer Relationships: Revenue Strategy	WebEx Cohort
Class 6: WEBEX #3 – Wednesday, March 13, 2019		
1:00 pm-1:10 pm	Q & A about Revenue Streams, Channels and Customer Relationships: Revenue Strategy	WebEx Group
1:10 pm-1:55 pm	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	WebEx Group
2:00 pm-3:30 pm	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	WebEx Cohort
3:30 pm-4:30 pm	Cohort Discussion: Revenue Streams, Channels and Customer Relationships: Get, Keep and Grow	WebEx Cohort

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Class 7: WEBEX #4 – Wednesday, March 20, 2019		
1:00 pm-1:10 pm	Q & A about Revenue Streams, Channels and Customer Relationships: Get, Keep and Grow	WebEx Group
1:10 pm-1:55 pm	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	WebEx Group
2:00 pm-3:30 pm	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	WebEx Cohort
3:30 pm-4:30 pm	Cohort Discussion: Key Activities, Partners, Costs, and Resources Part 1	WebEx Cohort
Class 8: WEBEX #5 – Wednesday, March 27, 2019		
1:00 pm-1:10 pm	Q & A about Cohort Discussion: Key Activities, Partners, Costs, and Resources Part 1	WebEx Group
1:10 pm-1:55 pm	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	WebEx Group
2:00 pm-3:30 pm	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	WebEx Cohort
3:30 pm-4:30 pm	Cohort Discussion: Key Activities, Partners, Costs, and Resources Part 2	WebEx Cohort
Class 9: WEBEX #6 – Wednesday, April 3, 2019		
1:00 pm-1:10 pm	Q & A about Cohort Discussion: Key Activities, Partners, Costs, and Resources Part 2	WebEx Group
1:10 pm-1:55 pm	Plenary Presentations Presentations from 1 team from each cohort (therapeutics, diagnostics, devices), 10 minutes each and 2 minutes for instructor feedback	WebEx Group
2:00 pm-3:30 pm	Cohort Presentations Remaining teams present in cohort breakout sessions, 10 minutes each and 2 minutes for instructor feedback	WebEx Cohort
3:30 pm-4:30 pm	Cohort Discussion: Key Activities, Partners, Costs, and Resources Part 3	WebEx Group



Class 10: Final Workshop – Monday, April 8, 2019		
8:00 am-8:30 am	Breakfast – Included with your group block hotel stay	Bethesda Marriott Coopers Mill
8:30 am-8:45 am	Plenary: Welcome Back and What’s Next?	Congressional (Lobby Level)
8:45 am-9:30 am	Plenary: Lessons Learned Panel with Faculty	Congressional (Lobby Level)
9:30 am-12:00 pm	Lessons Learned Workshop and What’s Next Conversations	Russell (Lobby Level) Dirksen (Lobby Level) Hart (Lobby Level)
12:00 pm-1:30 pm	SBIR Funding & Support and Lunch	Congressional (Lobby Level)
1:30 pm-5:00 pm	Lessons Learned Workshop and What’s Next Conversations	Russell (Lobby Level) Dirksen (Lobby Level) Hart (Lobby Level)
Class 11: Final Workshop – Tuesday, April 9, 2019		
8:00 am-8:30 am	Breakfast – Included with your group block hotel stay	Bethesda Marriott Coopers Mill
8:30 am-4:00 pm	Lessons Learned Presentations	Congressional (Lobby Level)

Bethesda Marriott
5151 Pooks Hill Road, Bethesda, MD 20814