

SPARK

BERLIN

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LECTURE SERIES

Spark is an initiative created at Stanford University, to overcome challenges associated with translation of academic discoveries. And now in Berlin!



www.spark-berlin.org



SEPTEMBER 18TH

NEXT SPARK

ENTREPRENEURIAL FORUM

DESIGN THINKING

5:00 – 8:00 PM

KAISERIN FRIEDRICH-HAUS
ROBERT-KOCH-PLATZ 7
GALERIERAUM
(GROUND FLOOR)

JEREMIAS SCHMITT, **5WX**

ABIGAIL GARNER, **SPARK-BERLIN**

Teams working on Life Science projects on their way from idea to product face several challenges. In addition to producing excellent science, they need to prove reliability of results, validate and confirm data, and prototype products out of their ideas. But this is just the beginning; the prototypes need to be tested, conform to regulatory requirements and be clinically validated to meet their ultimate goal of serving unmet patient needs. In order for these products to successfully enter the market, teams need to develop breakthrough business models and innovative strategies. Not to forget protection of the invention and negotiating the best options for funding and partnering. Given the variety of these challenges in many different areas, it becomes obvious that this process benefits from a creative, multidisciplinary approach including people with different skills and multiple areas of expertise.

The Design Thinking approach has proven successful in bringing about creative solution-making, and reaches beyond the process of developing prototypes of user-centered experience to offer a holistic strategy on how to collaborate in order to deliver „life-changing“ solutions.

How can we use and benefit from this approach for our projects?

We cordially invite you to participate in the first SPARK Entrepreneurial Forum of this academic year. Designed as an interactive session, you will experience Design Thinking with Jeremias Schmitt and Abigail Garner. Jeremias has a long-standing experience in working with innovation projects from the HPI School of Design Thinking. He is passionate about translating start-up ideas into working business models, while helping teams to implement their products and services through innovative market-entry strategies, the healthcare field being one of his personal focuses. Abigail Garner from the SPARK team is a trained Biodesign and Design Thinking expert with profound experience from the life science sector. Together with them, we will begin the evening with tapping into your creativity followed by some background info on the design thinking approach.