

Explore: Entrepreneurship in Public Health

Amsterdam Public Health x [ACE](#) Program

Program:

Day 1

9.00 - 9.45 **Welcome & introduction** - Program intro, participants introduce themselves & their motivations to join the program (teams are announced)

9.45 - 10.00 Break

9.30 - 10:15 **What is societal impact entrepreneurship about?**

Speaker: [Arnold Bosman](#) (Transmissible)

10:45 - 11:45 **The future of (digitalized) health**

Speaker: [Matthijs Boom](#) (Deloitte)

11.45 - 12.30 Lunch

12.30 - 14.00 **Problem definition and value proposition - ideation**

Speaker: [Daria Nepriakhina](#) (IdeaHackers)

14.00 - 14.15 Break

14.15 - 16.15 **Sustainable business model canvas - theory and practice**

Speaker: [Bart Sutorius](#) (www.sutorius.eu)

16.15 - 16.30 Break

16.30 - 18.00 **Pitching a business idea: tips & tricks**

Speaker: [Sheila Schenkel](#) (Best3Minutes)

18.00 Drinks

Day 2

9.00 - 9.30 **Teams meetup: work on your sustainable business model canvas**

9.30 - 11.00 **Problem validation - how to validate your business idea and engage with relevant stakeholders**

Speaker: [Daria Nepriakhina](#) (IdeaHackers)

11.00 - 11.15 Break

11.15 - 12.00 **Startup collaboration opportunities for societal driven initiatives in Public Health**

Speakers: [Daan Donkers](#) & [Rian Muijsers](#) (Smart Health Amsterdam & Gemeente Amsterdam)

12.00 - 13.00 Lunch

13.00 - 14.00 **Commercialising emerging technologies: IP overview, contract negotiation tips**

Speakers: [Raoul Soullié](#) & [Berno Bucker](#) (IXA)

14.00 - 14.45 **Meet the founder** - inspirational story from a founder in Public Health

Speaker: [Gijs Limborgh](#) (NewU)

14.45 - 15.00 Break

15.00 - 16.00 Final pitch preparations

16.00 - 17.30 **Pitch competition** - pitching your business ideas to the expert panel

17.30 Drinks

Please note the program schedule and/or speakers are subject to change. You can find a visualization of the speakers in the flyer.