

Karolinska  
Institutet



Health

EIT Health is supported by the EIT,  
a body of the European Union



# Co-up lab incubation programme

The Co-up lab is a novel approach for early incubation of ideas designed as a semester-long educational experience focusing on healthcare. Students will develop ideas in co-creation with stakeholders, professionals and end users, at mobile innovation spaces in the interface between the classroom and the public, bringing the innovation process to the user.

## PROGRAMME INTRODUCTION

Do you envision yourself as contributing to a better society? Do you want to develop new skills and competences and to create value also on a personal level? The Co-up lab incubation programme is tailored for students with a background related to healthcare and/or life science.

The content is set to train future “change agents”, preparing them to take entrepreneurial action to address key healthcare priorities.

For the period of one semester students will be supported in their entrepreneurial journeys. The programme will provide them with support in form of educational activities and coaching. The students will be encouraged to work using design methodologies and business tools to advance their projects.



The logo for COUP LAB is a black-bordered rectangle containing the text "COUP LAB" in a bold, black, sans-serif font, stacked vertically. The background of the entire graphic features a light blue circular arc, a grid pattern, and a stylized blue and red graphic element resembling a house or a shield with a cross inside.

# COUP LAB

**Start:** August 19, 2019

**End:** December 16, 2019

**Duration:** 6 months and a minimum of 10 hours per week, corresponding to approximately 7.5 credits

**Available spots:** 15

**Certificate:** Provided by EIT Health

**Entry requirements:** Students (bachelors, masters, PhDs) with a background related to healthcare and/or life science

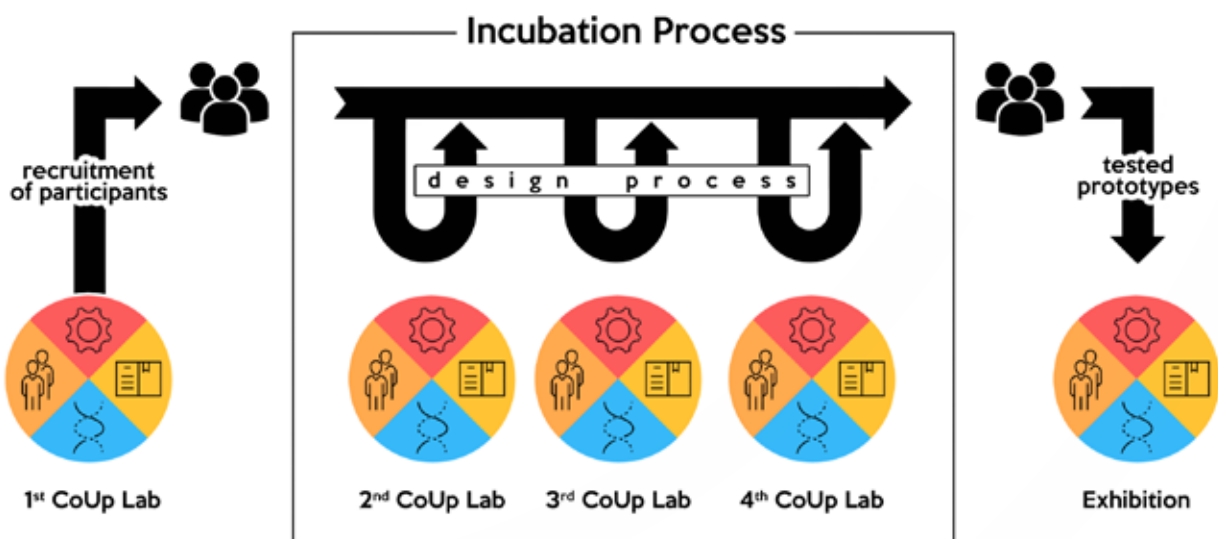
## CONTENT AND STRUCTURE

The Co-up lab incubation programme relies on hands-on training, acknowledging the importance of student experience and follows the design thinking process, embracing its key characteristics. Learning will happen through hands-on work, peer to peer learning, stakeholder interaction and “real life setting implementation” of new knowledge. Teachers and experts will hold seminars, coach and facilitate the incubation.

The incubation programme will focus on two key concepts: 1) User-focus, including contextual user research to understand latent needs, user testing and co-creation, facilitating patient-driven medicine and healthcare. 2) Experimentation, including prototyping, iteration, involving the creation of physical space for experimentation. The Co-up lab incubation process will guide students in interdisciplinary teams to develop their own ideas through scheduled seminars and own work.

### *Co-up lab events*

The majority of work and the important integration with users and testing of ideas will happen at so called Co-up lab “events”. At the Co-up lab events a physical creative space for co-creation of innovation in remote locations will “occupy” various relevant arenas (e.g. entrance of a hospital) for 2-3 days, bringing the innovation process to the user. Themes for the events will be aligned with phases of the design development process (user focus, prototyping and communication) and the host’s core competence. The teacher led part of the incubation programme is running in parallel, preparing and guiding the participants to co-create the co-up lab events together with the local host, to collect data to develop and test their ideas in in the real setting.



*Schematic picture of the Co-up lab approach, from recruitment of participants at the first Co-up lab event to the exhibition of tested prototypes at the final event..*

### *Study pace, learning activities and assignments*

The Co-up lab incubation programme runs over one semester and you are expected to spend a minimum of 10 hours per week on the programme, corresponding to approximately 7.5 credits.

The learning activities will be divided on three levels; 1) basic online learning modules, 2) introductory plenary sessions (series of lectures and seminars) and 3) practical sessions of coaching, peer-to-peer reflection and hands-on work in teams. The educational programme will follow three phases (influenced by design thinking):

- Ideation
- Empathy and user interaction
- Prototyping and testing
- Communication and implementation strategy

The hands-on work will focus on the practical incubation of ideas through co-development (co-development of co-up labs events and ideas through integration with “users”). As a driver for learning, a bi-weekly challenge will also be handed out, linked to where the students and ideas are in the development journey. A reflective journal as well as photos illustrating the result to the weekly challenge will be captured using social media.



### *Assessment and certificate*

The learning outcomes will be captured and evaluated at the end of the Co-up lab incubation programme. Since this activity is not a credit-giving course, the students will not be graded. But evaluation is not least important, as this will form the basis for decision of future action and possible further development. Sources for this evaluation will be all material gathered throughout the programme such as value propositions, prototypes, pitches, visuals etc.

Assessment criteria are set up to support the learning process:

- Successful completion and active participation
- Conscientisation in entrepreneurship, according to reflexivity grid

Co-up lab is a project funded by EIT Health, an EU-financed programme involving top European universities, leading caregivers and companies. Together with Karolinska Institutet and EIT Health the project involves a wide range of partners such as Tekniska Muséet, The Region Stockholm Innovation Hub at SÖS, MSD, GE health care and Barcelona Medical University. As part of an educational offer sponsored by EIT Health, on completion of the Co-up lab incubation programme the students receive a certificate of participation.

### *Formal learning objectives and outcomes*

On completion of the Co-up lab, the students of the incubation programme will be able to;

#### *Knowledge and understanding*

- User-focus and health innovation
- Product and service development within healthcare and life science
- Healthcare market, stakeholders and complexity of the healthcare system
- Basics related to regulatory, IP and IPR

#### *Competence and skills*

- Design thinking and specific user-centred tools (eg empathy maps, customer-journeys, storytelling and communication)
- Develop and test prototypes (MVPs), analyse feedback from users and other stakeholders
- Basic business tools, e.g. SWOT, NABC and BMC

#### *Judgment and approach*

- Critical understanding of entrepreneurship
- Identify how and when to apply methods taught
- Reflect on entrepreneurial opportunities and see these as relevant for one's future career



## APPLICATION PROCESS

Students, undergraduate students and doctoral student are welcome to apply to the Co-up lab incubation programme. The Co-up lab events will also be open to researchers, healthcare professionals and general public. Since the focus for the incubation programme is development of ideas, testing of prototypes and packaging of concept, the selection of participants is crucial.

### *Student requirements*

Selection criteria are set up to enroll students who are interested, have ideas, interdisciplinary and international backgrounds:

- Well formulated interest and ambition
- Well formulated idea and/or challenge area
- Documented experience from previous education (e.g. Innovation days or Summer schools)
- Educational background
- Country



**MEET**  
tomorrow's  
healthcare  
innovators



**TELL**  
your story;  
make your  
mark



**ATTEND**  
inspiring  
workshops  
& seminars



**LAY**  
build, develop,  
& prototype  
your ideas

*Photos: Pu Tai*

*Illustrations: Mark Belan*

*Original design: EIT Health*

## GET IN TOUCH

Do not hesitate to get in contact if you need more information or want apply! More information is also available at [ki.se/bioentrepreneurship](http://ki.se/bioentrepreneurship) and [facebook.com/unitforbioentrepreneurship](https://facebook.com/unitforbioentrepreneurship)

### Project leader

Anna Birgersdotter  
[anna.birgersdotter@ki.se](mailto:anna.birgersdotter@ki.se)  
+46 8 524 84551



Karolinska  
Institutet



EIT Health is supported by the EIT,  
a body of the European Union

