

MATTER

WORKSHOPS



Dear MATTER Community,

As MATTER's venture acceleration team, we have a unique view into the world of healthcare innovation. We advise and guide hundreds of startups that are building solutions across the healthcare ecosystem: from acute care excellence to patient engagement to therapeutics. At the same time, we collaborate with a broad network of healthcare executives, physicians, venture capital investors, IT wizards and life sciences professionals who have knowledge to share, but no organized way to share it.

MATTER Workshops have been designed to to serve both communities. With our collection of workshops, we've organized the resources our experts provide into a rotating list of courses. Designed based on our knowledge of the unique needs of the healthcare innovation community, these courses can help anyone – startup founders, employees, professionals interested in innovation or the general healthcare community – develop the skills they need to be successful.

In this catalog, you'll find information on how workshops are run, what topics they cover and more. We encourage you to tap into our workshops to expand your skillset and accelerate your business.

Sincerely,

A handwritten signature in black ink, appearing to read 'Courtney Zhu', with a stylized, cursive script.

Courtney Zhu
Venture Acceleration Manager, MATTER

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How it works

Throughout the year, we host over 100 unique workshops. To make it easier for entrepreneurs to find the right workshops for them, we've organized them into six learning series: *Define Your Value Proposition*, *Build Your Business*, *Market Your Product*, *Finance Your Business*, *Design and Test Your Solution* and *Sell Your Product*, plus a *Life Sciences Track* we're currently building out.

Stages & Levels:

Every series is organized into stages that breakdown its major concepts. Each workshop is also labeled Level 1, Level 2 or Level 3 to indicate how advanced it is. Level 2 or Level 3 workshops may have prerequisites.

Concentrations:

To provide a more in-depth look at complex subject areas in a series, we work with instructors to host workshop concentrations: a sequence of two to four workshops that build off each other to give attendees a deeper understanding of topics like marketing, design thinking and navigating legal processes.



Sign up:

We do our best to ensure that at least one workshop from each series is available at any given time. To see which workshops are currently offered, visit our events page at matter.health/events. All MATTER members and partners can access our workshops completely free of charge.

If you're a MATTER member or partner but don't know your workshop code, email info@matter.health.

Our faculty

Our faculty is made up of members of our community who we've identified as having high-demand topic area knowledge – and teaching capabilities – to share regularly in our community classroom setting. They are a diverse group of healthcare executives, design thinkers, physicians, lawyers, entrepreneurs and more.

We recruit not only from the broader healthcare and business community, but often tap our strategic partners to run impactful workshops. In other cases, we invite fellow MATTER startups to shed light on their experiences because – after all – they were once in the same shoes.

The logo for REDOX features the word "REDOX" in a bold, dark blue, sans-serif font. A small green triangle is positioned above the letter "X".The logo for MHUB consists of a stylized graphic above the text. The graphic is composed of two overlapping arrow-like shapes: a light grey one pointing down and to the right, and a dark grey one pointing down and to the left. Below this graphic, the letters "MHUB" are written in a bold, black, sans-serif font.The logo for Public Communications Inc. features a blue speech bubble icon on the left. To its right, the words "Public Communications Inc." are stacked in a blue, sans-serif font.The logo for Highland SOLUTIONS features a yellow gear icon on the left. To its right, the word "Highland" is written in a blue, sans-serif font, and the word "SOLUTIONS" is written below it in a smaller, blue, all-caps, sans-serif font.The logo for do tank features the words "do tank" in a bold, black, sans-serif font. Below this, the tagline "do business design, redesigned" is written in a smaller, black, sans-serif font.The logo for BlueCross BlueShield of Illinois features a blue cross icon on the left, which contains a white shield with a blue cross. To its right, the words "BlueCross BlueShield of Illinois" are written in a blue, sans-serif font.

Define Your Value Proposition

Have a great idea for a solution, but need to decide if it's worth taking the leap for? This is the series for you. This series will help you hone in on the problem your solution solves and identify who will benefit from it and pay for it. You'll learn how to assess the market, identify your target audience, understand your competition and more. This series will teach you how to separate yourself – and your company – from the flameouts and one-time wonders.

This series is designed to help you:

- » Define your problem, solution and value proposition
- » Build a viable business model
- » Develop your pitch and tell your story
- » Define your target market, key stakeholders, end-users and potential investors
- » Identify your mission and vision

Sample workshops:

- » *Navigating the U.S. Healthcare System*
- » *Laying the Foundation for Your Pitch*
- » *Crafting a Successful Value Proposition*
- » *Defining the Value You Create*

Stages

Assessing, Segmenting and Quantifying Your Market

Properly identify the problem and unmet market need, precisely define the target customer segments and quantify the addressable market

Crafting Your Value Proposition

Integrate market insights with your solution in order to define and deliver a clear value proposition.

Pitching: Delivering Your Value Proposition

Powerfully convey a well-defined value proposition.

Build Your Business

Whether you're starting your own digital health, medical device or life sciences company, you need to first build a strong foundation for your business to grow. This series will help you build your team, define your company culture, outline operational strategies, develop a viable business plan and more.

This series is designed to help you:

- » Hire a founding team and develop a hiring pipeline
- » Implement metrics and systems to manage finances, operations and track OKRs
- » Build and manage your advisory board
- » Understand legal frameworks and implications
- » Define your vision statement, team culture and values

Sample workshops:

- » *Navigating HIPAA Compliance: A Blueprint for Startups*
- » *Activating Employee Engagement*
- » *Guiding Your Team in a Rapidly Changing Organization*

Stages

Navigating Legal

Properly understand legal processes to protect your intellectual property and maximize your use of legal services.

Forming a Company

Identify strategies and tactics for forming a new entity to support commercialization.

Growing a Company

Learn strategies to position both your technology and your business for scale and growth.

Market Your Product

Knowing how to leverage branding and marketing strategies is key to conveying your value. This series will teach you how to reach healthcare customers through marketing and provide you with frameworks to deliver your message, launch social media campaigns and cultivate your brand identity.

This series is designed to help you:

- » Develop brand identity and essence
- » Solidify marketing strategy through the growth phases of your business
- » Leverage social media platforms for marketing

Sample workshops:

- » *Marketing 101 for Startups*
- » *Positioning and Differentiating Your Company*
- » *Defining Your Brand Essence*

Stages

Building Your Brand Essence

Hone in on your brand: the expression of your company's essential value. Figure who your company is and what you do – your mission, your vision and what makes you special. A solid brand essence should precede and underlie any marketing strategy.

Leveraging Marketing Tactics to Drive Traction

Employ effective marketing strategies to attract buyers. Learn how to promote your core offering, connect with your customers and convince them to buy your product.

Finance Your Business

Understanding how funding works is an essential part of building and scaling a solution. This series is designed to help you learn when and how to raise capital and how to build a strategic financial growth plan. It will help you outline an equity structure, build solid financial models, make revenue projections and expense budgets, identify target investors and funding sources, build and manage your investor board, negotiate cap tables and more.

This series is designed to help you:

- » Build a profit and loss statement, cash flow statement and financial model
- » Identify target investors
- » Develop equity structure and incentive arrangements
- » Develop assumptions for pricing, revenue projection, expenses, cash flow and burn rate
- » Develop collateral for pitches

Sample workshops:

- » *Building Financial Models: Making the Right Assumptions*
- » *Navigating SBIR/STTR Grants: The Largest Source of Non-Dilutive Funding*
- » *Guiding Your Team in a Changing Organization*

Stages

Developing a Financial Strategy

Understand the financial opportunity of your solution prior to funding your idea. Determine the type, amount and source of capital needed to build and scale an innovation.

Raising Early Capital

Learn fundraising strategies, how to approach investors and a financial strategy that aligns well with the mission of your venture.

Managing Financial Operations and Growth

Learn how to allocate and utilize capital following your funding event, best practices for optimizing investment dollars and an investment board.

Design and Test Your Solution

This series is designed to help you thoughtfully and efficiently design, test, iterate and validate your solution. This series will guide you through phases of agile product development, including identifying user needs, meeting quality regulations and proving clinical, operational and financial upside.

This series is designed to help you:

- » Identify end-users vs. decision makers and map end-user journey
- » Collect user feedback through contextual inquiry and stakeholder interviews
- » Develop a product roadmap: explore concepts through directional research to refine your concept through prototyping
- » Design and conduct formative usability and risk analysis studies
- » Define product requirements

Sample workshops:

- » *Customer Experience Mapping for Healthcare Innovators*
- » *Designing Products with EHR Integration in Mind*
- » *Mastering Data Visualization*

Stages

Stakeholder Research and Customer-Centric Design Thinking

Learn the design thinking methodology required to gather stakeholder insights.

Product Usability Testing and Piloting

Learn strategies and best practices for testing product-market fit and iterating product development through market insights.

Product Development and Scaling

Understand large scale manufacturing, compliance and regulatory considerations to support your product's launch.

Sell Your Product

Selling a product is never easy, but selling in healthcare is often even more difficult. It can be a challenge to find the right decision maker – let alone convince them that your solution is worth their limited time. This series is designed to help you identify the key champions within the organizations that you want to sell to, craft a pitch grabs their attention, close contracts and prepare your company for growth.

This series is designed to help you:

- » Segment market and identified target customers
- » Develop a business case and ROI model
- » Hire an effective sales team
- » Develop a sales strategy (cultivate champions and client profiles)
- » Identify potential strategic partners and prepare for exit strategy

Sample workshops:

- » *Hacking the Health System Sales Cycle*
- » *Selling into Employers*
- » *Closing the Deal: How to Negotiate a Contract*

Stages

Identifying Your Customers

Learn strategies for defining and prioritizing customer segments to approach for sales.

Developing the Sales Strategy and Team

Develop an optimal sales strategy and onboard, incentivize and manage an effective sales team.

Engaging Strategic Partners

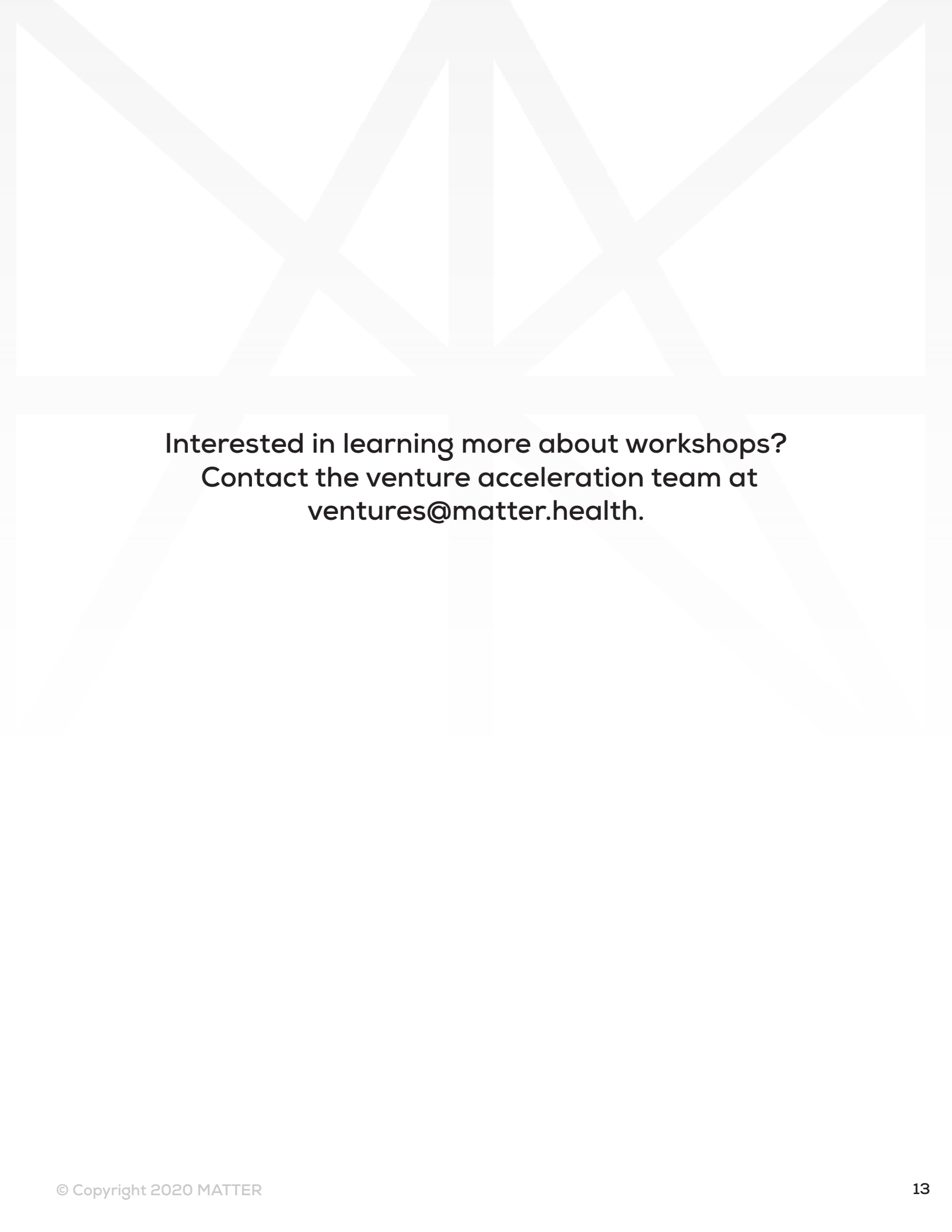
Learn strategies and tactics to engage and negotiate with strategic partners.

Upcoming: Life Sciences Track

In tandem with our core curriculum, we're in the process of building out an elective workshop series for life sciences companies.

While building a life sciences company requires many of the same skills you can learn in our core curriculum, innovators working in this space also face a unique set of business challenges throughout their commercialization journey. Our elective *Life Sciences Track* will help entrepreneurs developing medical device, therapeutic and diagnostic technologies navigate those challenges. This elective track will begin with foundational concepts, such as the role of IRB in human-based research, technology licensing and commercialization strategies. From there, opportunities to dig deeper into medical device and therapeutic concentrations will be available.

We expect to have this track fully built out later this year.



**Interested in learning more about workshops?
Contact the venture acceleration team at
ventures@matter.health.**