

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 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 "Chris Pagano". The signature is stylized and fluid.

Chris Pagano
Director of Venture Acceleration
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*, *Sell Your Product*, and *Life Sciences*.

Tracks & 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. A repository of classes can be found within the community portal and accessed via login.

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

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do business design, redesigned



MHUB



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Communications
Inc.**



**BlueCross BlueShield
of Illinois**

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:

- » *Introducing the 12 Ps of Healthcare*
- » *Conducting Research Remotely*
- » *Navigating the Clinical Environment*
- » *Define the Value you Create*

Tracks

Assessing the Market to Scale your Business

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

Developing the Value Proposition

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

Pitching 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:

- » *Complying with HIPAA and SOC2 Part I/II*
- » *Developing a Lean Startup*
- » *Designing Your Strategy with a Business Model Canvas*
- » *Determining Equity and Incentives for Founders, Employees and Investors*

Selected Tracks

Building Your Business Model Strategy

Review business models deployed across healthcare and learn how to hone in on business models suited to you.

Shaping Your Business to Fit with Healthcare Regulations

Identify key healthcare regulations that will impact your business and how you plan to grow it.

Identifying Your Organizational and Company Culture

Learn strategies to develop culture within your company.

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:

- » *Performing Market Research for Your Startup Part I/II*
- » *Finding Your Product–Market Fit*
- » *Marketing 101*

Tracks

Using Research Tools for your Product-Market Fit

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:

- » *Presenting the Right Metrics to Investors*
- » *Legal Due Diligence*
- » *How to Lose a VC in 10 Days*
- » *Financing and Fundraising 101*
- » *Finding Sources of Funding: Who Will Invest in You and Why?*

Tracks

Understanding the SBIR/STTR Landscape

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.

Raising Later Stage Capital

Learn how to allocate and utilize capital following your funding event and 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 versus 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*
- » *Running Design Sprints*
- » *Conducting User Research Remotely*
- » *MVPs that Matter - Shaping Products for Maximum Value*

Selected Tracks

Introduction to Customer-Centric Design Thinking

Learn the design thinking methodology required to gather stakeholder insights and design with customers in mind.

Understanding the Importance of KPIs and MVPs

Learn strategies and best practices for identifying key performance indicators for your solution along the path to product development.

Assessing Product Usability

Understand how your product will be used by end customers.

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 that 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:

- » *Sales Development Operations*
- » *Enabling a Growing Team*
- » *Prospecting Messaging Strategy*
- » *Partnering with Other Startups: What You Need to Know*

Tracks

Growing Your Business Through Sales Strategies

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.

Using Partnerships to Create your Sales Strategy

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

Life Sciences

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* series will help entrepreneurs developing medical device, therapeutic and diagnostic technologies navigate those challenges. Courses begin with foundational concepts, such as the role of IRB in human-based research, technology licensing and commercialization strategies.

This series is designed to help you:

- » Understand key regulatory and oversight bodies governing the development of life sciences and device solutions
- » Develop an effective research plan
- » Identify potential parallel technologies and opportunities

Sample workshops:

- » *Demystifying the FDA*
- » *Understanding Medical Device Regulations in the U.S.*
- » *Defining Early-Stage Market Research for Therapeutic Technologies*
- » *Understanding Biocompatibility for Medical Devices*

Tracks

Foundational

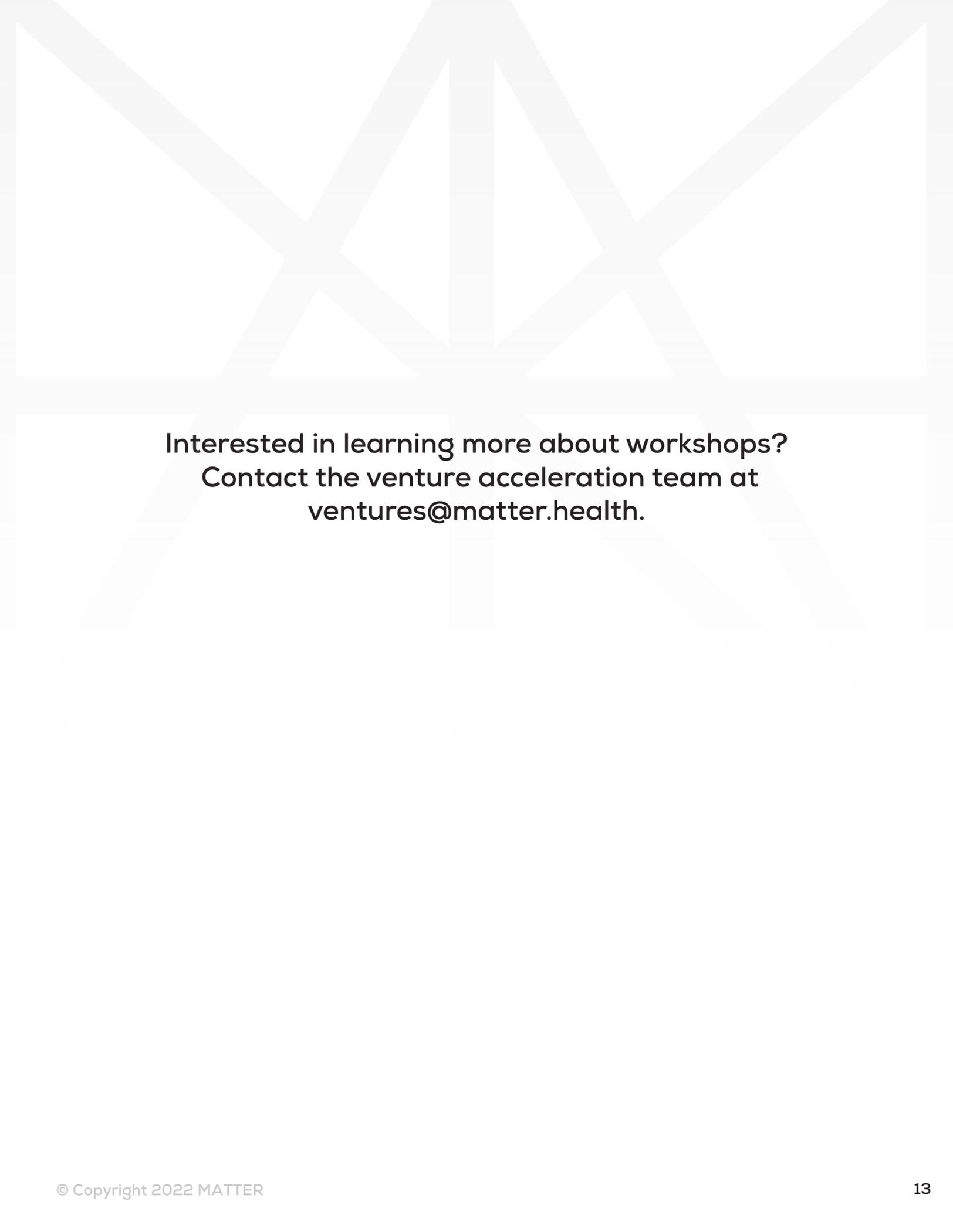
Understand the ins and outs of technology licensing, IRB boards and commercial approaches in life sciences.

Therapeutics

Learn about therapeutics that have been market leaders and changers.

Medical Devices

Hone your knowledge and approach to the development, management and deployment of medical devices.



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