



DIGITAL CURRICULUM

Custom-produced content designed for adult learners

DEFINE YOUR VALUE PROPOSITION

- Constructing Your Brand's Value Proposition
- How to Design a Killer Pitch Deck
- How to Sell a Story
- Navigating The Clinical World to Identify the Right Advisor
- Segmenting and Targeting Hospitals and Health Systems
- The Aging Workforce: Challenges and Opportunities

BUILD YOUR BUSINESS

- Best Practices for Managing an Off-Shore Team
- Building Financial Models: Making the Right Assumptions
- Building Your Healthcare Mission Model
- Data Breach Response: A Primer
- Data Privacy Preparation
- Doing Business with the Federal Government
- Healthcare Regulations 101
- HIPAA/SOC 2 Compliance Overview
- HIPAA/SOC 2 Compliance Prep
- Introduction to the AMA Physician Innovation Network
- Introduction to the Lean Startup
- Lifecycle of a Patent Application
- Medicare Advantage
- Medicare Fee for Service
- Off-Shoring 101
- Payer Perspective: Commercial Health Insurance
- Pragmatic Approach for GDPR
- SBIR/STTR Grants
- Software Development Process
- Talent Lease & Nearshoring Solutions for Startups
- US Immigration Options for Startups and Businesses

FINANCE YOUR BUSINESS

- Framework for Raising Dilutive Capital
- How to Lose a VC in 10 Days
- Legal Due Diligence
- Preparing to Raise Venture Capital
- Presenting the Right Metrics to Investors

MARKET YOUR PRODUCT

- B2B Marketing Strategy
- Brand Building 101
- Creating A Brand Name
- Leveraging Social Media for Your Startup
- Market Analysis for Startups
- Public Relations For Startups
- Video Marketing

DESIGN AND TEST YOUR SOLUTION

- 2x Your Site's Conversion Without Learning Code
- A Deeper Look Into HIPAA Compliance/Cybersecurity
- Conducting Research Remotely
- Exploring Cybersecurity Fundamentals
- How Design Is Valuable For Your Startup
- MVPs That Matter
- Things to Consider When Building Your Digital Health App

SELL YOUR PRODUCT

- A Framework for SaaS Pricing
- Enabling a Growing Team
- Prospecting Messaging Strategy
- Sales Development Operations
- Selling Skills

LIFE SCIENCES TRACK

- Clinical Development Considerations for Medical Products (Trial Design)
- CRO and Vendor Selection Considerations for Trial Planning
- Demystifying the FDA
- Introduction to Clinical Development Considerations
- Introduction to Regulatory for Device Developers (U.S.)
- Phases of Designing and Developing Your Medical Device

