SINGAPORE BIODESIGN | Duke NUS Medical School

28 - 30 October 2026

BUSINESS MODEL INNOVATION FOR HEALTHCARE INNOVATIONS

TGS-2021004682

Original Price	After SWDA Subsidies SC < 40yo & SPRs	SC ≥ 40yo & enhanced training support for SMEs
SGD 3,106.50	SGD 931.95	SGD 361.95

This workshop equips established healthcare innovators, including healthcare professionals, researchers, engineers and healthcare entrepreneurs, with knowledge relating to business planning and market access competencies under the **Health and Medtech Innovation Skills and Competencies whitepaper**.

This workshop will provide learners with a modular approach to develop the go-to-market model using the Business Model Canvas, Big Picture Framework, and 5P stakeholder mapping model to help innovation teams develop a preliminary business plan.

Health and MedTech innovators will be able to assess the commercial feasibility of a health and medtech idea, develop a strategic and robust business plan and adopt a customer-centric mindset. Through didactic lessons and hands-on group activities, learners will identify key stakeholders in healthcare innovation and explore ways to create value for them, enabling go-to-market & commercial strategies.

HOW TO REGISTER?

Scan the QR Code. Refer to our registration guide **here**.

or, click **here**.

For **company sponsored applicants**, email us at **SBenquiry@sgbiodesign.sg** for registration instructions.

For more **SB HMT Workshops**, click **here**.

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LEARNING OUTCOMES:

By the end of this module, you should be able to

- Construct and execute basic customer and market survey for concept or product validation and to articulate key value proposition.
- Analyse market positioning by conducting in-depth market landscaping (competitive landscape distribution channel, existing models) to develop a business plan with clear value proposition.
- Examine and articulate key stakeholders along the value chain and the jobs to be done.
- Prepare a preliminary market analysis (top-down and bottom up)
- Apply understanding of healthcare value chain to identify the key stakeholders and factors influencing commercial viability of a product in target market (e.g. reimbursement infrastructures, key decision makers) and/or adoption into healthcare system.
- Articulate value proposition in relation to initial pricing and business model.