

AIC-PEC FOUNDATION
PUDUCHERRY TECHNOLOGICAL UNIVERSITY

ONE-DAY BOOT CAMP | PROGRAMME AGENDA

SimpliF-i MedTech Innovation Boot Camp

Simplifying the Human-Centric Innovation Process through Experiential Learning

In association with

Sri Manakula Vinayagar Medical College & Hospital (SMVMCH), Puducherry

DATE	TIME	VENUE
September 24, 2026 - Thursday	9:30 AM – 4:00 PM	SMVMCH, Puducherry

PROGRAMME OVERVIEW

SimpliF-i MedTech is a one-day, hands-on boot camp that takes medical students from a real clinical problem to a pitched solution. Working in teams, participants use simple innovation toolkits to define a healthcare problem, design and validate a solution, build a business model and present it to a panel.

Objectives

- Introduce the MedTech innovation landscape and opportunities for medical students
- Practise problem definition through stakeholder mapping and empathy mapping
- Generate and validate solution ideas using the COCD Matrix
- Build a basic business model with the Lean Canvas and pitch it confidently

Expected Outcomes

- A defined healthcare problem mapped to its stakeholders
- A completed Empathy Map, COCD Matrix and Lean Canvas for each team
- A short pitch deck presented to the panel

THE BOOT CAMP JOURNEY

Every team carries one healthcare problem through six stages across the day.

01	02	03	04	05	06
DISCOVER	EMPATHISE	IDEATE	VALIDATE	MODEL	PITCH
Problem & Stakeholder Map	Empathy Map	Solution Brainstorming	COCD Matrix	Implementation & Lean Canvas	Pitch Deck & Presentation

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PROGRAMME SCHEDULE

No.	Time	Session	Duration
MORNING SESSION: Problem Discovery & Solution Design			
1	9:30 – 10:15 AM	Introduction to MedTech Innovation	45 mins
2	10:15 – 10:30 AM	Problem Statement Allotment to Teams	15 mins
3	10:30 – 10:45 AM	Problem to Stakeholder Map	15 mins
4	10:45 – 11:00 AM	Empathy Map Toolkit (Workout Session)	15 mins
11:00 – 11:15 AM		Tea Break	15 mins
5	11:15 – 11:30 AM	Team-wise Presentation of Empathy Map	15 mins
6	11:30 – 11:45 AM	Solution Brainstorming Session	15 mins
7	11:45 AM – 12:05 PM	Solution Validation: COCD Matrix	20 mins
8	12:05 – 12:20 PM	Team-wise Presentation on COCD	15 mins
9	12:20 – 12:30 PM	Morning Session Consolidation	10 mins
12:30 – 1:30 PM		Lunch Break	60 mins
AFTERNOON SESSION: Implementation, Business Model & Pitching			
10	1:30 – 1:50 PM	Product Implementation Toolkit	20 mins
11	1:50 – 2:35 PM	Lean Canvas Toolkit	45 mins
12	2:35 – 2:50 PM	The Art of Pitching	15 mins
13	2:50 – 3:20 PM	Students Build Their Pitch Deck	30 mins
14	3:20 – 3:50 PM	Team Presentations	30 mins
15	3:50 – 4:00 PM	Sum Up & Closure	10 mins

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SESSION DESCRIPTIONS

No.	Session	What Happens
1	Introduction to MedTech Innovation	Overview of the MedTech landscape, incubation support and opportunities for medical student innovators.
2	Problem Statement Allotment	Each team receives a healthcare problem statement to work on for the day.
3	Problem to Stakeholder Map	Teams identify patients, clinicians, caregivers and others affected by the problem.
4	Empathy Map Toolkit	Teams capture what a key stakeholder says, thinks, does and feels.
5	Empathy Map Presentations	Teams share their Empathy Maps and receive feedback.
6	Solution Brainstorming	Teams generate a wide range of possible solutions.
7	COCD Matrix	Teams sort ideas by originality and feasibility to select the most promising one.
8	COCD Presentations	Teams present their selected idea and the reasoning behind it.
9	Morning Consolidation	Facilitators recap key learnings and prepare teams for the afternoon.
10	Product Implementation Toolkit	Teams consider how their solution would be built, tested and adopted in a clinical setting.
11	Lean Canvas Toolkit	Teams build a one-page business model for their solution.
12	The Art of Pitching	Guidance on structuring a clear, persuasive pitch, with a pitch template.
13	Build Your Pitch Deck	Teams prepare their pitch deck using the template.
14	Team Presentations	Each team pitches to the panel and receives feedback.
15	Sum Up & Closure	Key takeaways, next steps for interested teams and closing remarks.

PARTICIPATION & LOGISTICS

- **Participants:** Medical students in teams of 10; final count to be confirmed with SMVMCH
- **Venue:** A hall with seating for team work, a projector and a sound system
- **Materials:** Printed toolkit canvases and stationeries to be jointly coordinated by SMVMCH & AIC-PECF
- **Pitch deck session:** At least one laptop per team and Wi-Fi access
- **Certificates:** Participation certificates shall be issued