



**L-SPRINT: Accelerate the commercialization  
of your solution for substance use disorders**



The Kerry Murphy Healey Center for Health Innovation and Entrepreneurship (KMH Center) leverages Babson's award-winning tradition of entrepreneurship and innovation to create health and economic value simultaneously.





The National Institute on Drug Abuse (NIDA), part of the National Institutes of Health (NIH), awarded a grant to Babson College to facilitate the commercialization of innovative solutions for substance use disorders (SUDs).

Grant covers entire program cost: course, materials, housing, food, and transportation.



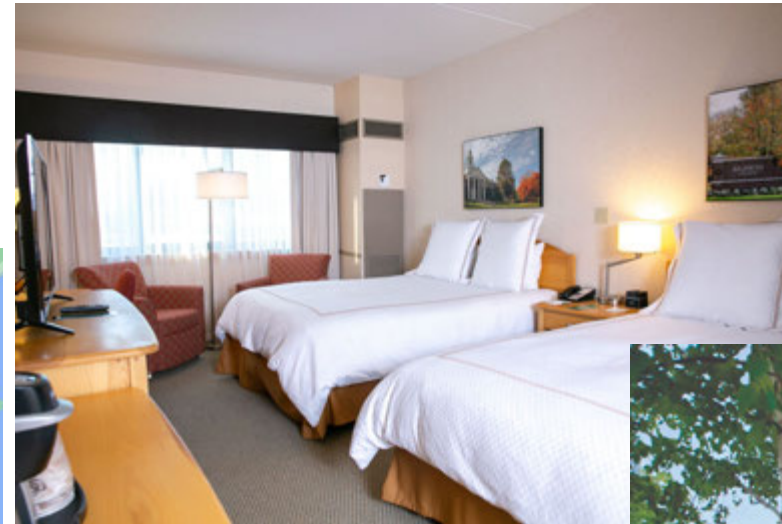
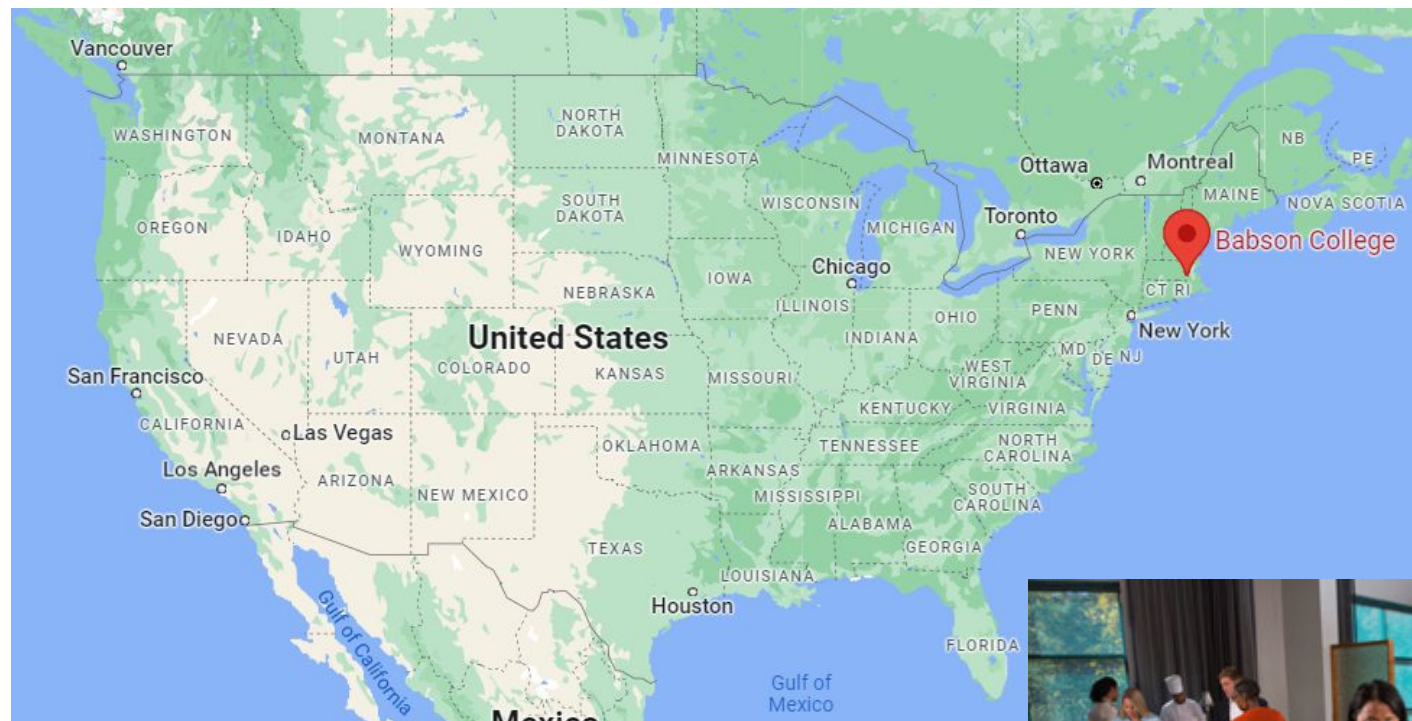
# Timeline

Application opens	February 1, 2023
<b>Early action application deadline</b> (will get a notice of acceptance or wait list by April 1, 2023 if you apply by March 1, 2023)	<b>March 1, 2023</b>
Application closes	April 15, 2023
Status notification	May 15, 2023
Participation confirmation deadline	June 1, 2023
Transportation booked	June/July 2023
L-SPRINT Course	August 13-18, 2023
Mentoring of projects (monthly)	Sept 2023- March 2024

<https://www.babson.edu/lsp rint>

# Babson College

**Babson Executive Conference Center:**  
1 Snyder Drive, Babson Park, MA





# Why Babson College?



## No. 1 for Entrepreneurship

Babson College learners are different and determined to be entrepreneurial leaders in any given situation. It's why the College has held the #1 entrepreneurship ranking for both its undergraduate and MBA programs for more than two decades (U.S. News & World Report), and how Babson was named the best college for business majors. (Money magazine).

## Entrepreneurial Thought & Action

Entrepreneurial Thought and Action® (ET&A™) is a proven methodology for developing the skill set and mindset needed to not just launch a new business, but also make change in an established company, lead a team, or create social impact. It allows leaders to effectively navigate uncertainty by continuously taking action in order to move forward.

# L-SPRINT: Life Sciences Entrepreneurial Product Development Immersion for New Technologies and Solutions

Program is designed to highlight Babson College's signature Entrepreneurial Thought & Action® offering coupled with customized healthcare and biomedical entrepreneurship content on addressing market segmentation and uncertainty, commercializing emerging technologies, scaling for growth, marketing and branding, and biomedical community experiences.

**Specifically designed for innovations  
addressing substance use disorders**



# L-SPRINT Course objectives

## Life Sciences Entrepreneurial Product Development Immersion for New Technologies and Solutions

- Understand the fundamentals of an SUD-based venture
- Identify and address the challenges to commercializing new ideas and solutions
- Develop strategies for effectively bringing solutions for SUDs to market
- Know about and access resources to support development and go-to-market efforts
- Create plans for getting buy-ins from stakeholders who are critical to successful commercialization of SUD solutions
- Receive feedback from experienced faculty, professionals, and peers
- Tap into the ecosystem of institutional and individual actors addressing SUDs



# L-SPRINT: ideal participants

- Providers, post-docs, and/or scientists across healthcare delivery, digital health, devices, and drug development
- Have an interest in generating, developing, and commercializing an idea
- Regardless of access to a technology transfer office
- STEM/science background is not required
- Not included: alcohol or pain related innovations unless decreasing SUD



# Course L-SPRINT for Substance Use Disorder Innovation

	Aug 13	Aug 14	Aug 15	Aug 16	Aug17	Aug18	
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	
7:00 am - 8:00 am		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	
8:30 am - 10:00 am	Travel to Babson's Executive Education Conference Center	Entrepreneurial Thought and Action® and Intro	Success in Health and Biomedical Entrepreneurship	Developing Customers and Markets	Field Trip to Mass General Brigham Health System Location	Pitches	
10:00 am - 10:30 am		Break	Break	Break		Break	
10:30 am - noon		Developing Powerful Ideas	The Customer and Product Discovery Process - An Interactive Case	Raising Resources		Pitches continue until 11:30am; Wrap up and Next Steps	
noon - 1:00 pm		Lunch	Group photo/Lunch	Lunch	Lunch	Lunch (optional)	
1:00 pm - 2:30 pm		Design Thinking I	Commercializing Emerging Technologies I	Scaling Up and Managing Growth	Entrepreneurial Finance	Travel home for participants	
2:30 pm - 3:00 pm		Break	Break	Break	Break		
3:00 pm - 4:30 pm	4:30pm - 6pm Welcome and Get-to-know-your-classmates Social	Design Thinking II	Commercializing Emerging Technologies II	Entrepreneurial Leadership	Power Pitching		
6:00 -8:30 PM	Dinner	Dinner	Dinner	Dinner: Entrepreneurial Speed Networking	Dinner		



# Thank you!

Questions?  
Need help with application?

Contact us at [NIDA-LSPRINT@babson.edu](mailto:NIDA-LSPRINT@babson.edu)