



**BOUNCE**  
INNOVATION HUB



**Northeast Ohio**  
MEDICAL UNIVERSITY

**Kinetic Shift**

Powered by Bounce Innovation Hub and NEOMED, **Kinetic Shift** is a 4-week program for early-stage healthcare technology startups.

Are you refining your healthcare technology idea after customer discovery? Kinetic Shift is designed to help you turn initial insights into clear, testable business hypotheses that can guide your next steps.



**kinetic**<sup>TM</sup>  
HEALTHCARE INNOVATION IN MOTION



### WHAT YOU'LL GAIN

- **Standard of care:** Understand how your technology fits into current clinical workflows.
- **Reimbursement:** Identify how providers and hospitals would get paid for using your solution.
- **Regulatory pathway:** Learn how to research and anticipate FDA requirements.
- **Adoption drivers:** Clarify who your champions and decision-makers will be and what data they need.
- **Market context:** Size your market, assess competitors, and evaluate hospital economics.

By the end of the program, you'll have sharper business hypotheses to test in future rounds of customer discovery and be able to make more informed decisions about the next steps to take with your business, product or idea.

### WHY JOIN?

- Focused on the unique challenges of healthcare technologies
- Structured for scientists, engineers, and technical founders
- Builds directly on programs like I-Corps
- Free for Ohio-based healthcare technology startups

### PROGRAM DETAILS

**Dates:** Thursdays

- Oct. 23
- Oct. 30
- Nov. 6
- Nov. 13

**Time:** 12:00PM–1:30 PM

**Format:** Virtual (Microsoft Teams)



**Admission is competitive –  
apply now to secure your place!**

