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**HEALTHCARE ORIENTED BUSINESS MODEL CANVAS &
INVESTOR PITCHING
A HANDS-ON WORKSHOP FOR MED216 ELECTIVE COURSE**
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Introduction

This workshop is part of the teaching & learning activity for the Health Professional Entrepreneurship Elective MED 216 (Part 2), where students received the training to build and validate their business model canvas (BMC) and learn to build their investor pitching deck.

The agenda of a Business Model Canvas (BMC) & Investor Pitching workshop serves as a roadmap for the session, guiding participants through a structured process to analyze and improve their business model canvas. An investor pitching deck, often referred to as a pitch deck, is a critical tool for entrepreneurs and start-up founders seeking financial support from potential investors, such as venture capitalists, angel investors, or venture capital firms. Students were taught to carefully craft a

visually engaging presentation that conveys their essence of a business opportunity compellingly and concisely.



A total of 14 year-three medical students and five lecturers from the Faculty of Medicine attended the workshop, which took place at Hospital Al-Sultan Abdullah, UiTM, on Saturday, 30th September 2023.

The Workshop

The BMC topic was revisited and delivered by Dr. Ruzi Hamimi Binti Razali, a senior lecturer and a specialist from the Pathology Department, Faculty of Medicine, UiTM. Afterward, participants were grouped and guided through a step-by-step process to create and analyze business models. They identified problems, defined customer segments, developed value propositions, and explored channels, revenue streams, and costs. Groups presented their BMCs, received feedback, and iterated for refinement. This interactive approach encouraged collaborative learning, practical application, and the development of well-structured business models in a concise and engaging format.

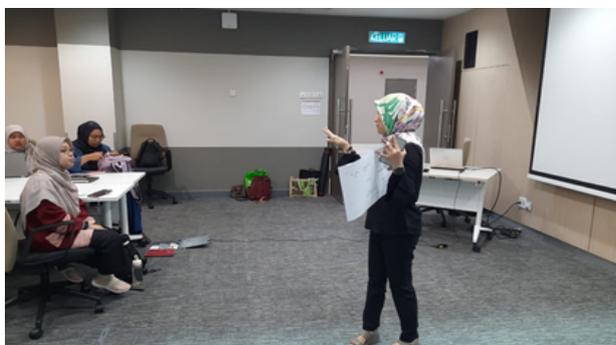


Figure 1: Dr. Ruzi Hamimi, revisiting BMC with the students



Figure 2: Dr. Aida on investor pitching

The investor pitching lecture and hands-on training were delivered by Ts. Dr. Aida Firdaus and Muhammad Nurul Azmi, a senior lecturer in the Faculty of Applied Sciences (FSG), UiTM. Investor pitching training involved hands-on deck development and group pitching. Participants learned to craft compelling pitch decks, focusing on problem-solution fit, market analysis, and financial projections. They then formed teams, pitched their start-up ideas to peers, and received constructive feedback. This immersive experience sharpened their presentation skills, refined their business narratives, and prepared them to engage with potential investors confidently.

In this healthcare-oriented BMC & investor pitching workshop, outcomes and findings revolved around aligning healthcare solutions with identified challenges. Participants specified value propositions for targeted patient demographics. Insights into revenue streams, cost structures, and vital healthcare resources were gained, fostering actionable strategies for innovative business models in dialysis, physiotherapy, and the low-carb sector within the healthcare industry.

We received recommendations from the participants to extend the workshop duration to allow for more in-depth learning and allocating dedicated time for each student to practice and refine their pitching skills through individual presentations, ensuring a comprehensive understanding and practical application of the material.

The majority of participants reported substantial improvements in their knowledge and skills related to BMC and pitching after completing the workshop, indicating its effectiveness in enhancing their proficiency. The feedback from the participant had been nothing but encouraging. The workshop imparted essential pitching skills, enhanced confidence, fostered higher-level thinking, and new knowledge acquisition, all focused on the art of investor pitching in healthcare.

In conclusion, the workshop cultivated confidence and stimulated advanced thinking within the area of BMC and healthcare investor pitching context. Extending the workshop duration and allowing students dedicated time for individual practice presentations will further enrich their learning experience and enable them to apply their newfound skills in real-world scenarios confidently.



Figure 3: BMC presentation (Dial Me Dialysis Centre)

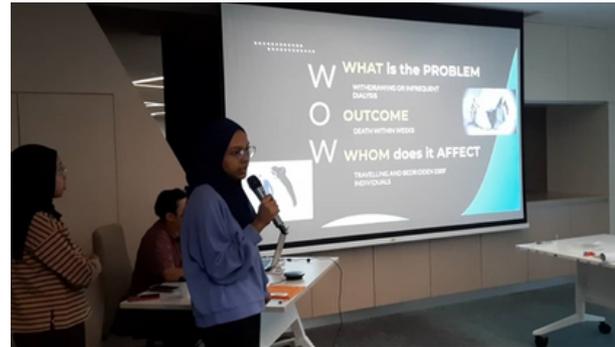


Figure 4: Dial Me Dialysis Centre team pitched their ideas



Figure 5: YouPunyaPhysio got to pitch first



Figure 6: Smart Carb in their pitching action