



W A N S  
World Academy of Nursing Science



Thailand Nursing and  
Midwifery Council



Thai Nurses' Association  
Of Thailand

The **2<sup>nd</sup>** International Nursing Research Conference  
“Future Nursing Research and Innovation  
for Sustainable Global Health”

to Commemorate the 125th Anniversary of the Birth of HRH Princess Srinagarindra

Jointly Organised by WANS, TNMC & NAT

# Entrepreneurship in Nursing: Challenges, Opportunities, and Obstacles

Exploring challenges, opportunities, and transformative pathways  
at the 40th Nursing Council Anniversary



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CEO & Founder of Neuro-microtech Co.ltd

**\*\*International Nursing Research Conference\*\***

**\*40th Anniversary of Nursing Council\***

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## My Journey: From Bedside to Bench to Business

Transforming Clinical Insight into Scientific Innovation and Entrepreneurial Impact

### Nursing Science

Foundation in patient-centered care that builds clinical insight and identifies key healthcare challenges.



### Neuroscience & Biotechnology Research

Advanced training (MSc, PhD, Postdoc) developing scientific rigor and innovation capacity.

### Entrepreneurship

Translating research discoveries into practical, market-ready healthcare solutions with sustainable impact.







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## Nursing Skills Fuel Entrepreneurial Advantages

How Core Nursing Competencies Drive  
Innovation and Success in Healthcare  
Business

01

### Patient safety protocols

Establish **rigorous product development standards** ensuring quality and reliability

02

### Clinical observation skills

Identify **market needs** through detailed, evidence-based assessments

03

### Coordination of care

Apply **project management** techniques for seamless team and resource alignment

04

### Commitment to evidence-based practice

Enable **data-driven decision making** to optimize business outcomes

05

### Interdisciplinary collaboration

Foster **effective team building** and innovative problem-solving



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"Nursing is not only about care, but also about creating the future of health."

\*The intersection where compassion meets innovation\*

Where Compassion Meets Technology to  
Shape Healthcare's Future

Nursing combines **compassion** with **technology and innovation** to reimagine healthcare delivery

Nurses have a unique perspective to identify **unmet patient needs**

They design **transformative solutions** that improve patient outcomes and system sustainability

This viewpoint challenges traditional nursing roles and highlights the profession's **vital role in health innovation**







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Nurses uniquely identify unmet healthcare needs  
as they are closest to patients

Entrepreneurship enables nurses to transform  
insights into scalable solutions that improve care  
delivery

Nursing innovation is essential for achieving  
sustainable global health outcomes amid growing  
healthcare complexity

Fostering entrepreneurial mindsets nurtures  
creativity, resilience, and leadership critical for  
future healthcare transformation



## Nurses as Frontline Innovators

Driving Scalable Solutions for Sustainable  
Healthcare



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# Overcoming Barriers to Nursing Entrepreneurship

Targeted solutions to empower nurse innovators and transform healthcare

Obstacle	Pathway Forward
Lack of entrepreneurial training	Integrate innovation and business modules into nursing curricula to build essential skills
Limited funding	Develop nurse-focused incubators, grants, and venture networks to enhance financial support
Gender and hierarchy biases	Promote advocacy, mentorship, and visibility of nurse entrepreneurs to dismantle systemic barriers
Translating science to market	Foster partnerships with industry, regulatory experts, and accelerators to bridge research and commercialization





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## Neuro-MicroTech: Nursing-Driven Startup Success

Key lessons in resilience, collaboration, and ethical innovation



- 01 Demonstrated **resilience** overcoming scientific and entrepreneurial challenges
- 02 **Collaboration** between scientists, entrepreneurs, and nursing ensured holistic success
- 03 **Visionary leadership** was vital in translating research into a viable startup
- 04 Nursing perspective ensured **ethical, patient-centered innovation** balancing care quality with technology
- 05 Showcased how **nursing insights drive meaningful therapeutic development** in life sciences



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## Unlocking Nursing Innovation Opportunities

Explore key areas where nurses lead breakthrough solutions in healthcare



**Interdisciplinary collaboration** bridges medicine, biotech, and engineering to create integrated healthcare solutions



Emerging fields like **regenerative medicine, stem cell therapies**, and **AI-driven health solutions** offer new innovation frontiers



Global challenges such as **aging populations, chronic diseases**, and **neurodegeneration** demand novel nursing approaches



**Policy momentum** increasingly supports nurse-led innovation within health systems worldwide





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## Empower Nurses as Innovators and Leaders

Drive healthcare transformation  
through mentorship, funding, and  
collaboration



Embrace roles as **innovators and leaders** shaping healthcare's future



Build ecosystems of **mentorship, funding, and interdisciplinary collaboration**



Redefine nursing beyond caregiving to **active creation of healthcare solutions**



Accelerate progress toward **sustainable, patient-centered global health systems**



Foster **collective action and increase visibility** to unlock nursing's full innovation potential



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# Bridging Nursing and Entrepreneurship: Insights and Forward Vision

Harnessing 40 years of nursing excellence to  
inspire innovation and transformative  
healthcare leadership



## Unique strengths of nursing in entrepreneurship

- Nurses combine clinical expertise with scientific rigor and a global perspective to lead health innovation.
- This foundation enables nurses to create impactful, patient-centered healthcare solutions.

## Challenges faced by nurse entrepreneurs

- Career transitions from caregiving to business require new skills and mindset adaptation.
- Navigating complex business landscapes while maintaining healthcare values is demanding.

## Opportunities for transformative leadership

- Nurses have the potential to pioneer sustainable, innovative healthcare enterprises.
- Embracing entrepreneurship empowers nurses to shape the future of healthcare globally.





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# Nursing Innovation and Entrepreneurship

 Insight	 Key Message
<b>Nursing + Science + Business</b>	Interdisciplinary pathways unlock transformative healthcare solutions
<b>Core Nursing Skills</b>	Observation, coordination, evidence-based practice fuel entrepreneurial success
<b>Barriers to Innovation</b>	Training gaps, funding limits, systemic bias—solvable through targeted support
<b>Opportunities Ahead</b>	Regenerative medicine, AI health tools, global aging challenges
<b>Case Study</b>	Neuro-MicroTech: Nursing-led biotech startup driving ethical innovation
<b>Call to Action</b>	Empower nurses as innovators through mentorship, funding, and collaboration

 *“Nursing is not only about healing patients—it is about reimagining the future of global health.”*