

## **BioEntrepreneurship & Innovation Program (BEI) Module A: Beginners**

### **From Scientist to BioEntrepreneur - Creation of a marketable product.**

Prof. Dr. Simon P. Hoerstrup, Prof. Dr. Roger M. Nitsch, Institute for Regenerative Medicine • IREM

Elke Zappe, Program Director BEI, elke.zappe@irem.uzh.ch

Dr. Anneke Hibbel, Project Manager BEI, anneke.hibbel@irem.uzh.ch

Dates: 22 August & 12 September 2018, 9:30 - 13:00

Max. Participants: 25

Location: University of Zurich, Campus Schlieren, IREM 9<sup>th</sup> floor, FoundersLab

Credit points: 1

Costs: free

Priority: none

Switzerland considers itself the global leader of innovation, and Zurich is a dominant innovation hub for the Life Sciences. Many biotech companies are founded by scientists, whose startups often face similar challenges and pitfalls. The program „BioEntrepreneurship & Innovation“ supports aspiring entrepreneurs to soundly prepare and kick-start their spin-offs, taking a hands-on approach.

In Module A, successful (Bio-)Entrepreneurs share their startup experiences to guide the participants towards developing and pitching their own startup idea. These pitches will be further refined in Module B.

### **Objectives:**

- Understanding the difference between science, invention, and product
- Learning the professional requirements for a startup venture
- Knowing the basic legal and financial conditions, as well as time lines for Founders

### **Content:**

- By being plunged in at the deep end - guided by central questions provided by us - you will proactively acquire the information you need to develop your company pitch. It is a safe environment; feel free to present your business idea!
- The 3H team strategy for Founders to lead a successful company: Hipster – Hacker – Hustler
- Intellectual property (IP), Finances, Startup planning
- Real life case studies from Switzerland

### **Course methods:**

- Learning by doing: Guided by our team, you will define and learn what you need to know for your pitch
- Team building: Find your team members by speed dating!
- Networking: Presentations by and discussions with experienced, successful BioEntrepreneurs
- Team work: Pitching of your startup idea

### **Students' contribution:**

- Team building to execute the 3H approach
- Prepare and pitch your entrepreneurial idea in teams

### **Facilitators:**

Founders, Industry Professionals & serial Entrepreneurs in Life Sciences