

BioEntrepreneurship & Innovation Program (BEI) Module A: Kick-Off

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, Dipl. oec., Program Director BEI, elke.zappe@irem.uzh.ch

Dates: Wednesday, 28 August & Wednesday, 18 September 2019, 13:30 - 17:30

Max. Participants: 25

Location: University of Zurich, Campus Schlieren, IREM 9th floor, FoundersLab

Credit points: 1

Costs: free

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 „BioEntrepreneurship & Innovation“ (BEI) Program supports aspiring entrepreneurs to soundly prepare and kick-start their spin-offs, taking a hands-on approach.

In Module A, successful BioEntrepreneurs and experts share their startup experiences to guide you towards developing and pitching your own startup idea. These pitches can be further refined in Module B and C.

Objectives:

- Understanding the difference between science, invention, and product
- Finding a team and developing a business idea
- Preparing and presenting your first company pitch
- Testing BioEntrepreneurship as a career option

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 and business concept in teams

Facilitators:

Founders, Industry Professionals & serial Entrepreneurs in BioTech, MedTech & Pharma