



## **BioEntrepreneurship & Innovation Program (BEI)**

### **From Scientist to BioEntrepreneur - Creation of a Marketable Product**

#### **Module A: Kick-Off**

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.

#### **General Information:**

Course instructors:	Prof. Simon P. Hoerstrup, MD PhD Prof. Roger M. Nitsch, MD Elke Zappe, Dipl. oec. (BEI Program Director) Christina Sina, PhD (BEI Program Manager)
Course location:	Institute for Regenerative Medicine • IREM University of Zurich, Campus Schlieren Wagistrasse 12 / 9th floor 8952 Schlieren - Zurich
Dates:	Two Wednesday afternoons • Module A2: 19 Aug & 09 Sep • Module A3: 26 Aug & 16 Sep
Time:	13:30 - 17:30
Max. participants:	25
Credit points:	1
Costs:	Free participation

#### **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