



BioEntrepreneurship & Innovation Program

From Scientist to BioEntrepreneur - Creation of a Marketable Product

► Module C: Best Practices

The aim of Module C is to provide in-depth knowledge on areas that are critical in building and structuring a life science company. Workshop-like sessions provide the opportunity to delve deeper into selected topics and gain practical knowledge and skills.

As in Modules A and B, experienced entrepreneurs and experts in residence will share their knowledge and will provide invaluable insight and input. Company pitches are improved further and the business plan will begin to take shape. The smaller group size provides an ideal environment for close exchanges and lively discussions as well as the possibility for one-to-one coaching.

The target groups are researchers who have a concrete business idea, are eager to become entrepreneurs and envision kicking-off their start-up company in the near future. A prerequisite for participation in Module C is the successful completion of Modules A and B.

► Objectives

- Deepening the knowledge about the professional requirements for a startup venture
- Translating these insights into participants' own business cases
- Learning new soft skills needed in business life: negotiation skills, conflict management etc.

► Content

More in-depth teaching of selected course contents already addressed in BEI module B.

For example:

- Intellectual property (IP)
- Business law
- Financing a startup venture
- Marketing
- R&D and quality requirements
- Planning and conduction of clinical trials
- Leadership skills and soft factors for BioEntrepreneurs
- ...

► Course methods

- Learning by doing: Guided by our experts, participants will work in their teams to advance their business cases
- Networking: Presentations by and discussions with experienced, successful BioEntrepreneurs
- Team work: Development of a startup idea

► Contribution of the participants

- Preparation of course content-specific questions with regard to the participants' project idea
- Active participation by sharing experiences and asking questions
- Preparation and pitching of the entrepreneurial idea and business concept in teams
It is a safe environment; feel free to present your first business idea!

► Facilitators

- Founders, industry professionals and serial entrepreneurs in the areas of BioTech, MedTech and Pharma



► General information

- **Course instructors**

Prof. Simon P. Hoerstrup, MD PhD
Prof. Roger M. Nitsch, MD
Christina Sina, PhD (Program Manager)
Elke Zappe, Dipl. Oec. (Program Director)

- **Location**

Institute for Regenerative Medicine · IREM
Wagistrasse 12, 8952 Schlieren

- **Dates**

Five Wednesday afternoons in spring 2021 (exact dates to be defined)

- **Time**

14:00 - 17:30

- **Time requirements**

Half day classroom trainings
Preparation of pitches between the training sessions (various pitches with different focuses and different target groups)

- **Credit points**

None

- **Costs**

Free participation

- **Maximum number of participants**

15

- **Prerequisite**

Successful completion of BEI Modules A and B

► Contact

bei@irem.uzh.ch

+41-44-634914

► Registration

www.bioentrepreneurship.ch

► Social media

@BioEntrepreneu3