



## BioEntrepreneurship & Innovation (BEI) program

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

#### ► Module A: Kickoff

The main learning objectives of Module A are to get a taste of BioEntrepreneurship, building a team, developing a business idea as well as preparing and presenting a first company pitch.

Participants can either bring their own business idea or jump on another project. Teams are built according to the 3H principle. This means setting up a diverse team consisting of a Hipster, a Hacker and a Hustler.

As a special extra, we have a line-up of successful start-up founders who share their experiences and knowledge on how to become a start-up entrepreneur in the fields of BioTech, MedTech and Pharma. These speakers also coach how to avoid the most common beginner's mistakes when developing products from ideas to launching them on the market.

The general business idea that has been created in Module A can be further refined in Modules B and C. However, there is also the option to pursue a different idea by joining a new team.

#### ► Objectives

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

#### ► Content

- By being thrown in at the deep end, guided by central entrepreneurial questions, participants acquire proactively and autonomously the information they need to develop a company pitch
- 3H team building strategy for founders that want to successfully lead a company: the Hipster - Hacker – Hustler approach
- Real life case studies from Switzerland

#### ► Course methods

- Learning by doing: Guided by the BEI team, participants define and learn what is needed for a perfect company pitch
- Team building: Participants find their team by speed dating
- Networking: Presentations by and discussions with experienced, successful BioEntrepreneurs
- Team work: Each team pitches its startup idea

#### ► Contribution of the participants

- Team building by executing the 3H approach (Hipster – Hacker – Hustler)
- 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  
Elke Zappe, Dipl. Oec. (Program Director)
- **Location**  
Institute for Regenerative Medicine · IREM  
Wagistrasse 12, 8952 Schlieren
- **Dates**  
Module A1: 26 January and 09 February 2022
- **Time**  
13:00 - 17:00
- **Time requirements**  
Two half days classroom training  
Preparation of pitches between the two training sessions
- **Credit points**  
1
- **Costs**  
Free participation
- **Maximum number of participants**  
25

### ► Contact

bei@irem.uzh.ch

+41-44-634914

### ► Registration

[www.bioentrepreneurship.ch](http://www.bioentrepreneurship.ch)

### ► Social media



@BioEntrepreneu3



BioMed Entrepreneurship