



BioEntrepreneurship & Innovation Program

From Scientist to BioEntrepreneur - Creation of a Marketable Product

► Module B: Fundamentals

The learning objective of Module B is to deepen understanding of the professional requirements for a start-up venture and to translate this knowledge into a specific business case.

Module B covers essential topics such as intellectual property (IP), regulatory affairs, hard and soft facts, networks, financial and legal aspects of founding a company. Each topic will be presented by an expert with extensive knowledge in the specific field. This enables professional networks to be built and facilitates contact with professionals who might otherwise be difficult to meet.

While acquiring knowledge on how to setup a start-up company, participants continuously develop and refine their founding idea and product development and refine their pitches.

Ideally, projects launched in Module A would be continued in Module B, but there is also the possibility to come up with a new idea and form or join another team.

► Objectives

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

► Content

- Intellectual property (IP)
- Basics in 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 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

- 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!

► Individual performance and assessment

- Pitching of startup ideas in teams (70%)
- Written exam on key messages (30%)

► 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**

Ten Wednesday afternoons
23, 30 Sep; 21, 28 Oct; 4, 11, 18, 25 Nov; 2, 9 Dec 2020

- **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)
Exam preparation

- **Credit points**

3

- **Costs**

Free participation

- **Maximum number of participants**

25

- **Prerequisite**

Successful completion of BEI Module A

▶ Contact

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▶ Registration

www.bioentrepreneurship.ch

▶ Social media

@BioEntrepreneu3