

## **BioEntrepreneurship & Innovation Program (BEI) Module B: Fundamentals**

### **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, BEI Program Director, [elke.zappe@irem.uzh.ch](mailto:elke.zappe@irem.uzh.ch)

Dates: Wednesday afternoons; 23 September - 9 December; 14:00 - 17:00 (not on 7 & 14 October)

Max. Participants: 25

Location: University of Zurich, Campus Schlieren, IREM 9<sup>th</sup> floor, FoundersLab

Credit points: 3

Costs: free

\* Participation in Module A is required

Switzerland considers itself the global leader of innovation, and Zurich is a dominant innovation hub for the Life Sciences. Many companies in the healthcare sector are founded by scientists, whose startups often face similar challenges and pitfalls. The program „BioEntrepreneurship & Innovation“ (BEI) supports aspiring entrepreneurs in BioTech, MedTech and Pharma to soundly prepare and kick-start their spin-offs, taking a hands-on approach.

Module B dives deeper into BioEntrepreneurship, covering essential themes such as intellectual property (IP), regulatory affairs, finances and legal aspects of founding a company. Furthermore, participants continuously develop and refine their startup ideas, product developments and pitches.

### **Objectives:**

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

### **Content:**

- Intellectual Property (IP)
- Basics of Business Law
- Financing a Startup Venture
- R&D and Quality
- Soft Factors and leadership for BioEntrepreneurs
- Clinical Trials

### **Course methods:**

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

### **Individual performance and assessment:**

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

### **Facilitators:**

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