



## BioEntrepreneurship & Innovation (BEI) 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 in the lifesciences field 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 skills, 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, 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 skills needed for launching a lifesciences venture

#### ▶ **Content**

- Intellectual property (IP)
- Basics in business law
- Financing a startup venture
- Marketing
- R&D and quality requirements
- Planning and conducting 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 (50%)
- Written exam (50%)

#### ▶ **Facilitators**

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



### ▶ General information

- **Course instructors**

Andreea Cretu, PhD (Program Manager)  
Prof. Simon P. Hoerstrup, MD PhD

- **Location**

Institute for Regenerative Medicine - IREM  
Wagistrasse 12, 8952 Schlieren

- **Dates**

Ten Wednesday afternoons  
21.05., 28.05., 04.06., 11.06., 18.06., 25.06., 02.07., 09.07., 16.07., 23.07.  
+ **Mandatory course intro day on 20.05.2025**

- **Time**

13:00 - 17:00

- **Time requirements**

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

- **Credit points**

3

- **Costs**

Free participation

- **Maximum number of participants**

24

- **Pre-requisites and selection criteria**

Successful completion of BEI Module A and strong entrepreneurial motivation.

### ▶ Contact

bei@irem.uzh.ch

### ▶ Registration

www.bioentrepreneurship.ch

### ▶ Social media



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