



Health
Market
FROM
HEALTH RESEARCH
TO BUSINESS

TRAINING ACADEMY

**“New Venture Creation
and Marketing in
Health/ Life Sciences”**

May 19-23, 2014,

**at IE Business School/IE
University, Madrid, Spain**

www.health2market.eu



SUPPORTED BY THE EUROPEAN COMMISSION UNDER THE 7TH FRAMEWORK PROGRAMME
FOR RESEARCH IN HEALTH (FP7-HEALTH)

Dear reader

The Health-2-Market Team with pleasure accepts your application for the week-long **Training Academy “New Venture Creation and Marketing in Health/ Life Sciences” - free of charge!** The academy will be hosted by **IE Business School/ IE University** and will take place on **May 19-23 2014** at IE Business School in Madrid, Spain. Join us and find out how to bring your research results to the market.

Why

While an effective marketing plan is essential for the long-term commercial success of all products, this need is even greater for innovative products. The reason is that when a product is innovative, benchmarking and following known “success recipes” becomes problematic. This is obvious by the fact that most innovative products are registered as failures soon after they enter the market. As many health research outputs can, broadly, be considered as innovations, this **academy** will provide participants with the necessary knowledge and skills to generate a comprehensive marketing plan **to successfully launch their innovative research outputs in the market.**

The academy aims at delivering the framework to understand and to deal with innovation strategic concepts. Apart from all new aforementioned concepts, at the end of the course, trainees will be familiar with the strategic way of thinking in order to market disruptive innovations.

For whom

This course is appropriate for any

- **Researcher** who is interested in **marketing their research outputs**
- **Entrepreneur** in the life sciences who wants to **make better decisions**
- **Technology transfer professionals** who want to **better market their technologies**

Organizer - From whom

IE Business School @ IE University, one of the most renowned business schools in Europe, is responsible for the seminar curricula and training. **IE University** is a major part of **IE Higher Education (IE)**, a leading international group of higher education and research institutions well renowned for its innovative and entrepreneurial character. **IE Business School was ranked as the best business school in Europe for 2012 & 2013 by the Financial Times** and has been active since **1973**.

Its International, Executive and Distance Learning programmes, are consistently ranked in the top tier of business schools and learning programmes, by media like the *Financial Times*, *Business Week*, *The Economist*, *The Wall Street Journal* and *Forbes* among others, and hold accreditation by EQUIS (European Quality Improvement Systems), AMBA (Association of MBAs) and AACSB International (The Association to Advance Collegiate Schools of Business), that internationally recognize the quality of IE's learning programmes.

Cost

All seminar and speaker costs are carried by the EU-funded Health2Market project. Travel and hotel costs are borne by the participants.

Preliminary academy agenda

5 days of intensive, action-based learning with many hands-on examples and best practices

Day 1

09:30 – 13:00	The entrepreneurial Mindset: Thriving Under Uncertainty
13:00 – 14:30	Lunch Break
14:30-18:00	Creativity Workshop: Identifying opportunities and why we often fail to do so

Day 2

09:30 – 13:00	Commercializing Technology Workshop: Understanding the need, identifying your stakeholders, and sketching a solution
13:00 – 14:30	Lunch Break
14:30-18:00	Introduction to Marketing

Day 3

09:30 – 13:00	Understanding Markets and Customers
13:00 – 14:30	Lunch Break
14:30-18:00	Provide Superior Value by Selecting the Right Customers (STP)

Day 4

09:30 – 13:00	Integrated Marketing Tactics – Part 1 (Product, Communication)
13:00 – 14:30	Lunch Break
14:30-18:00	Integrated Marketing Tactics – Part 1 (Distribution, Pricing)

19:00-	IE Science Venture Network Event- Paving the way from lab to market
--------	----------------------------------------------------------------------------

Join us and watch graduating participants of the [IE Management Fundamentals for Scientists and Researchers](#) program present their venture proposals to experts and investors, placing them closer to the possible launch of their research products in the market. Network with health-entrepreneurs being one step ahead from you!

Day 5

09:30 – 13:00	Integrated Marketing Strategy
---------------	--------------------------------------

The academy will start with an introduction to entrepreneurship and its key components. Participants will build on a few core ideas to acquire first hand experience in identifying and analyzing business opportunities. This will be followed by a brief introduction to the key concepts of marketing, and by an overview of the process that a firm must follow in order to understand the market, develop its marketing strategy, and finally implement it. This knowledge will be consolidated with the use of case studies related to health business. Throughout the week, participants will have to work on applying what they learned to THEIR SPECIFIC CASE, with the guidance of the trainers. A presentation of this work will be done on the final day of the academy.

Trainers of the academy



Antonis Stamatogiannakis, PhD

Professor of Marketing (IE Business School – IE University)

Antonios Stamatogiannakis is teaching Consumer Behavior & Market Research, and Marketing Principles at the Master's as well as at the PhD level of IE Business School. His research is primarily interested in uncovering the psychological processes associated with two fundamental types of quests: The quest for something better (i.e., attainment goals), versus the quest for maintaining something already acquired (i.e., maintenance goals). From an applied perspective, Antonios' research aims at improving both firm performance and consumer satisfaction in business sectors in which consumer goals are focal (e.g., dieting, exercising, saving, charitable giving, etc.). He has presented his work at numerous international conferences, including the Association for Consumer Research, Society for Consumer Psychology, and the European Marketing Association (EMAC) conferences. As an IE faculty, he has received funding from the European Union, the Asian Consumer Insight (ACI) Institute, and from private firms for conducting both research and business training activities.



Aleksios Gotsopoulos, PhD

Professor of Management (SKK Graduate School of Business)

Aleksios (Alex) Gotsopoulos received his PhD from the University of Chicago Graduate School of Business. He is teaching Entrepreneurship and Competitive Strategy at the MBA level at the SKK Graduate School of Business in Seoul, Korea. Alex's research focuses on the emergence of new industries, and on how the challenges and opportunities that entrepreneurs face evolve as industries mature. He is particularly interested in how the dynamics of legitimacy, competition, contagion, and categorization affect entrepreneurs' decision making and their ventures' performance and survival. Among others, he has studied the early automobile industry in US, the global smartphone industry, the stock brokerage industry in Greece, and university spinoffs in UK. Alex's research has appeared in the Academy of Management Journal, the Strategic Management Journal, and the Academy of Management Best Paper Proceedings, has been featured in outlets such as the Wall Street Journal and Inc.com, and has been supported by the National Science Foundation and a number of North American and European foundations.



Dilney Gonçalves, PhD

Professor of Marketing (IE Business School – IE University)

DILNEY GONCALVES' research investigates the psychological mechanisms underlying decision-making and well-being. His research addresses questions such as "how do people make inferences based on a single opinion?", "when do purchases bring happiness?", "why do people overbuy?", "how do social networks affect well-being?", and "how can charities create more persuasive messages?" He has presented his research in several international conferences, including the Association for Consumer Research, Association Française du Marketing, and the Business Association of Latin American Studies (BALAS). At IE, Dilney teaches decision-making to executives, in addition to other courses at the PhD, MBA, and different Masters programs. Finally, Dilney applies his research in order to help companies better learn and develop their businesses.

Join us and ...

- ✓ Identify business opportunities
- ✓ Define your business concept
- ✓ Understand markets and customers
- ✓ Determine the best way to attract customers
- ✓ Develop your integrated marketing plan
- ✓ Interact with other life science entrepreneurs and learn from their experience
- ✓ Seize the opportunity!

In order to confirm your participation to the seminar, please confirm your attendance with an email to Mrs. Margarita Garcia Castañeda:

Margarita.Garcia@ie.edu

CONFIRMATION DEADLINE: April 29th, 2014.

Venue

The seminar will take place at the building of IE Business School at Maria de Molina 31, Madrid, Spain.

Address

IE Business School, Area 31
Calle Maria de Molina 31
28006 Madrid
Spain

Academy Room: MM 303

Here is a map of the area: <http://goo.gl/maps/1ZULW>

And information on how to get to IE campus: <http://www.ie.edu/business-school/the-school/campus>

Accommodation

The two hotels that are the closest to IE follow. Make a reservation as a guest of IE to these hotels, to receive a special rate.

NH BALBOA: 86€/night- accommodation and breakfast included

<http://www.nh-hoteles.es/nh/es/hoteles/espana/madrid/nh-balboa.html>

SUITES BARRIO SALAMANCA: - 90€/night -accommodation, breakfast not included (+7€)

<http://www.hotelbarriodesalamanca.es/>