

# Project Deliverable

|                                      |  |   |
|--------------------------------------|--|---|
| <b>Project Number:</b><br><br>305532 | <b>Project Acronym:</b><br><br>Health-2-Market | <b>Project Title:</b><br>From Health Research to Market - Advanced Services and Training Actions for the IPR Management and Business Exploitation of the EU-funded Research results in Health/life sciences |
|--------------------------------------|--|---|

|   |  |
|---|--|
| <b>Instrument:</b><br><br>COORDINATION AND SUPPORT ACTION | <b>Thematic Priority</b><br><br>HEALTH |
|---|--|

|   |
|---|
| <b>Title</b><br><br><b>D6.3 e-Newsletters</b> |
|---|

|   |   |
|---|---|
| <b>Contractual Delivery Date:</b><br><br>August 31 <sup>st</sup> , 2015 | <b>Actual Delivery Date:</b><br><br>September 16 <sup>th</sup> , 2015 |
|---|---|

|  |                                   |
|--|-----------------------------------|
| <b>Start date of project:</b><br><br>September, 1 <sup>st</sup> 2012 | <b>Duration:</b><br><br>36 months |
|--|-----------------------------------|

|   |                                   |
|---|-----------------------------------|
| <b>Organisation name of lead contractor for this deliverable:</b><br><br>Q-PLAN INTERNATIONAL | <b>Document version:</b><br><br>1 |
|---|-----------------------------------|

|   |   |          |
|---|---|----------|
| <b>Dissemination level ( Project co-funded by the European Commission within the Seventh Framework Programme)</b> |   |          |
| <b>PU</b>   | Public  | <b>X</b> |
| <b>PP</b>   | Restricted to other programme participants (including the Commission)       |          |
| <b>RE</b>   | Restricted to a group defined by the consortium (including the Commission)  |          |
| <b>CO</b>   | Confidential, only for members of the consortium (including the Commission) |          |

|        |                 |                   |
|--------|-----------------|-------------------|
| 305532 | Health-2-Market | Deliverable title |
|--------|-----------------|-------------------|

**Abstract :**

In this deliverable, the Health-2-Market e-newsletters (6 issues in total) are presented. The e-newsletters contained information and news about project activities and results, upcoming events and news from other relevant projects/ initiatives as well as from the EC and were dispatched to a significant number of recipients representing all Health-2-Market target audiences.

**Authors (organisations) : Evangelia Tsagaraki (Q-PLAN INTERNATIONAL)**

Validated by: Séverine Ouvry (inno TSD)

# Table of Content

|  |    |
|--|----|
| 1.INTRODUCTION                                 | 1  |
| 2.HEALTH-2-MARKET E-NEWSLETTERS                | 2  |
| <hr/>  |    |
| 2.1.Newsletter issue No 1, March 2013.....     | 2  |
| 2.2.Newsletter issue No 2, October 2013 .....  | 4  |
| 2.3.Newsletter issue No 3, July 2014.....      | 14 |
| 2.4.Newsletter issue No 4, January 2015.....   | 25 |
| 2.5.Newsletter issue No 5, June 2015 .....     | 40 |
| 2.6.Newsletter issue No 6, September 2015..... | 45 |

# 1. Introduction

---

Health-2-Market is a 3-year long Coordination and Support Action, funded by the Seventh Framework Programme of the European Commission (Grant Agreement No 305532), aiming at providing training and individual support to health and life science researchers in the process of transforming their research results into successful new business ideas. The duration of the project was 36 months (September 2012 – August 2015).

A portfolio of high-level services, training actions and tools were designed and offered free of charge (and some of them are still available), escalating to address the needs of all potential target groups (health/life science researchers, European health research institutes, Technology Transfer Organizations, EU health-related companies and entrepreneurs, health/life sciences European networks, NCPs etc).

The Health-2-Market project e-newsletters constituted one of the most important promotion (but at the same time information and dissemination) tools that were engaged by the consortium during the project's lifetime. The aim of the e-newsletters was to enhance awareness on Health-2-Market activities and services to all potential target groups (namely health/life sciences researchers involved in R&D projects and corporations interested in the transition from research to innovation/new business such as technology transfer offices, innovation agencies, policy makers, consulting/management companies, industrial stakeholders, business schools, patent offices etc.).

Q-PLAN International was overall responsible for the design and content of all project e-newsletters, with the basis of input (articles) from partners and other related projects/initiatives. The design of the e-newsletter was changed completely in the third issue and on, to a more attractive template. During the 3-years long lifetime of the project, 6 issues of e-newsletter were dispatched on the following dates, with a frequency varying according to the intensity of project activities and news to be promoted:

|         |            |
|---------|------------|
| Issue 1 | 12/3/2013  |
| Issue 2 | 14/10/2013 |
| Issue 3 | 15/7/2014  |
| Issue 4 | 28/1/2015  |
| Issue 5 | 29/6/2015  |
| Issue 6 | 11/9/2015  |

All e-newsletters were automatically sent to those that were registered in the Health-to-Market web-portal and had selected the option to receive the newsletter (about 920 registrants by the end of the project) and some issues, depending on their content, were additionally distributed to the whole Health-2-Market communication database that was used for direct promotion e-mailing of project activities (more than 2.500 contacts in total).

## 2. Health-2-Market e-newsletters

### 2.1. Newsletter issue No 1, March 2013



# Health

---

# Market

## Newsletter

**First issue, March 2013**

Dear reader,

I am pleased to welcome you to the newsletter of the Health-2-Market project (From Health Research to Market-Advanced Services and Training Actions for the IPR Management and Business Exploitation of the EU-funded Research results in Health/life sciences).

Whether you are an EU researcher seeking opportunities in the commercial exploitation of an idea, a product or a service or you have already built your business and you would like to share your experience this project is for you... and it is our hope that this newsletter can be the first step to provide you with helpful information. The Health-2-Market newsletter will bring you fresh insights about the Health-2-Market initiatives and activities.

Also, regularly check our project website for up-to-date information and please share with us your suggestions and experience. It might help your peers...



*Svetlana Klessova,  
Project Coordinator, inno*

**Content:**

1. At a glance {Page 2}
2. Health-2-Market mechanism {Page 2}
3. Analysis of health researchers training needs – Results {Page 3,4}
4. Validation of the analysis outcomes – Round Tables {Page 5}
5. Innovation and exploitation training {Page 6}
6. Distance Learning - E-training {Page 7}
7. Advanced consultation services {Page 8}
8. Support to SMEs in accessing FP7 funding - Fit for Health project {Page 9}
9. Learn from the best – IE business school {Page 10}

[www.health2market.eu](http://www.health2market.eu)




Health-2-Market is supported by the European Commission under the HEALTH thematic area of the 7<sup>th</sup> Framework Programme for Research and Technological Development.

# 1

## 1. At a glance

Researchers from the Health/life sciences field often bring about very interesting and important research results that could have high value for the population and users. However, the economic exploitation of research results in the Health/Life science field is still rather scarce and often these results do not reach the market.

Why? Researchers, even if highly interested in exploitation aspects, may lack some important skills in entrepreneurship topics. This is where Health-2-Market can help!

The Health-2-Market project is a 3 year long Coordination and Support Action, funded by the European Commission under the Health theme of the 7<sup>th</sup> Framework Programme, aiming to enrich the entrepreneurial mindset of the Health/life science researchers in Europe. Health-2-Market's objective is to provide the researchers with the necessary knowledge and skills to enhance their entrepreneurship competences. Our team proposes a set of high-level services, all of them free of charge for the health researchers: they include 1-2 days training seminars, weekly academies for those who are ready to make the important move towards the market, e-learning or personalised coaching, for selected promising cases.

The services are offered by a pool of experienced internal and external specialists coming from leading European academic institutions and private organisations.

## 2. Mechanism





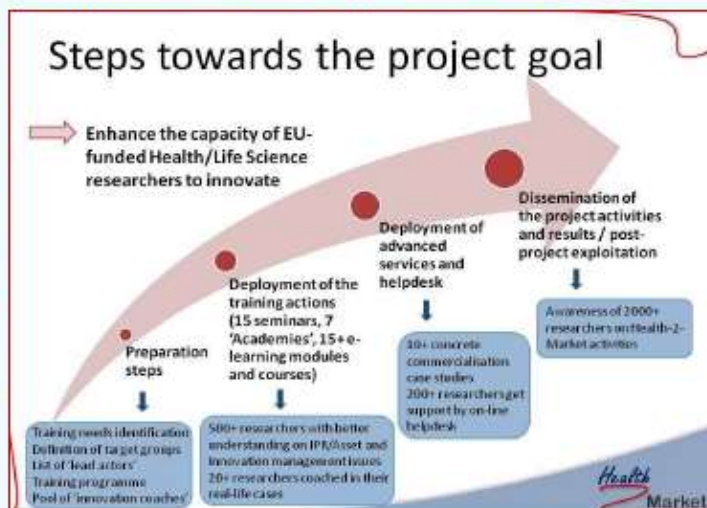
### 3. Your needs are our aim – Outcomes from the H2M analysis on Health/life science researchers' training needs on entrepreneurship and business topics

The Health-2-Market project aims to provide training and advanced services to Health/life science researchers in order to enhance their entrepreneurship and business skills.

In order to best adapt our training offer to the researchers' needs in terms of entrepreneurship and business skills, the Health-2-Market project team has conducted a Training Needs Analysis that provides suggestions with regards to the training concept and topics that would be most suitable for the health researchers willing to move their R&D results closer to the market.

The analysis aimed at bringing answers to the training designers on what kind of training would best help to foster the Health/life science researchers' business competences. The following questions were raised:

- *For whom:* to whom should we offer the trainings and support?
- *What:* which content should be taught in order to help the researchers change their entrepreneurial mindset? What is the skills gap to be covered and what obstacles should we help to overcome?
- *How:* which format should we propose – e-training and/or face-2-face training?
- *Where:* should we propose the services on regional – national – European level?
- *How long:* what duration would best suit the demand – one day – two days – one week?



The analysis was based on 4 complementary sources:

- Bibliographic analysis of 22 relevant documents/studies;
- In-depth qualitative phone/face-to-face interviews with 26 selected specialists in the health sector from all over EU (researchers, entrepreneurs, Technology Transfer Officers, etc.);
- [Online survey](#) having brought 637 completed responses of health and life science researchers;
- Round Table discussions for validation of outcomes with two groups of experts: one group of Health/life science researchers with interest in entrepreneurship activities, the other one with specialists who are in day-to-day contact with them (TTOs, IPR specialists, Health National Contact Points, etc.)



Outcomes from the analysis show: interest in training is high among different groups of health researchers and no distinction of demand can be made only with regards to origin, previous experience or institutional environment. However, several homogeneous groups could be distinguished through differentiation on 4 key variables which are *Overall Competence (in business skills)*, *Commercial Awareness (openness, experience and interest in commercial exploitation topics)*, *Institutional Support and Training Interest*. These variables are considered important

to classify the whole group of health/life science researchers into homogeneous user groups with similar expectations and needs for training.

When it comes to the training content, needs have been expressed in particular for the following topics: financial and market analysis aspects, the construction of a Business Plan, IPR Policies and skills regarding “how to network”. Besides the strong interest for “practical case studies” from the health field, respondents wished to have the possibility to learn about business-specific subjects, but also to profit from an environment of exchange on best/worst practices, use cases, entrepreneurship experience of other participants, networking, etc. What emerged in particular is the importance of helping researchers to change the mindset in order to make them receptive for commercial exploitation activities and to give them an “outcome orientation” with regards to business and financial aspects. It is also important to equip the researchers with basic knowledge on some specific issues, such as commercial agreement, accounting, and market strategies. The goal is not to transform the researchers into lawyers or financial experts – this would be impossible – but to give them a “toolkit” to understand some important elements that could occur in all business creations.



The Health-2-Market project will take the analysis' outcomes into consideration for the design of its training concept and programmes. A pool of experienced internal and external trainers will work on this activity in close interaction with scientists and researchers, entrepreneurs and Technology Transfer Offices involved in the Health/life science field.

The public Training Needs Analysis report will be available on the Health-2-Market website from April 2013: <http://www.health2market.eu/>

***Business opportunities are right here! If you are a Health/life science researcher interested in commercial exploitation, express your interest now and take advantage of the Health-2-Market trainings for a successful commercial exploitation of products and services in the health field!***



#### 4. Prominent experts infer on researchers training needs



Health-2-Market organised and executed two validation Round Tables on the 25<sup>th</sup> and 26<sup>th</sup> February in Brussels. Our findings till now with respect to the European Health Researchers business training needs and skills portfolio for commercialization have stemmed from different information sources (European survey, interviews, literature). Thus, there was a great need for integration and validation of all these insights before designing our training programme and advanced services for European Health Researchers. The two Round Tables acted exactly on this respect; we wanted to present and discuss our findings as to shed more light in corners that were somewhat less clear.

In order for Health-2-Market to get feedback in the best way possible, we organized two special sessions with very specific profile of participants. Round Table 1 consisted of key European Experts and Mediators supporting health researchers in their business exploitation and valorisation process (i.e. Health National Contact Points, Technology Transfer experts, Innovation experts and so on). This audience has significant experience in supporting the commercialization of Health Research, in designing trainings for these topics and a deep understanding of the local and Health Research specificities. Round Table 2 was devoted entirely to Health Researchers (from various fields and level of experience). We managed to bring together a multinational team of high level Health Researchers; these participants were representative of our target group, they were active and aware and can speak about their own experiences.



Both Round Tables followed a similar execution approach; a brief presentation of the main findings introduced the participants in the heart of the topics and a moderated discussion followed. The discussion was uniformly designed to: i) explain the area in depth and validate the findings and ii) ask the participants for additional (to those identified) ideas.

The events were successful in providing validation for most key findings. The participants found our clustering to be precise; they identified all the groups from their experience and they agreed to our targeting (the selection of the most promising groups of Health Researchers). Through the discussions we gathered much needed validation on the training topics areas but also a number of critical notes. In addition, the Round Tables were able to provide us with some novel insights, on top of those already identified, which are going to be an asset for our training programme design exercise.





## 5. Innovation and exploitation training

Entrepreneurship is the art of recognition and exploitation of opportunities. Transforming opportunities into entrepreneurial ventures requires that individuals not only possess knowledge, but also have the cognitive abilities that will allow them to formulate, evaluate, and exploit that knowledge.

Thus, with the ambitious aim of enhancing the innovative and entrepreneurial capacity of European life science researchers, Health2Market (H2M) will be focusing a large amount of its human and financial resources on specifically designed training offerings. Indeed, during the next three years, we will offer 7 weeklong academies and 15 two-day seminars. The weeklong academies will cover important notions that any budding scientific entrepreneur should grasp. They will be divided along three different focuses, namely "Intellectual Property, Ethics, and the Utilization of Academic Research", "entrepreneurship & business planning" and finally "new venture creation & knowledge transfers". Meanwhile, the two-day seminars are expected to each have a different theme thus allowing maximum customization for attendants. A couple of examples that have been developed so far are "effectual entrepreneurship" and "essentials of negotiating behavior".



As previously mentioned, Health2Market partners have been paying particular attention to the elaboration of the training needs in order to offer the best possible entrepreneurial training to European life science researchers. Towards this goal, we have conducted several face-to-face and telephone interviews as well as online surveys allowing us to focus our attention on what is really needed. Furthermore, we have invited technology transfer offices, scientists and entrepreneurs to Brussels and conducted two [Round Tables](#) on 25 and 26 February. This ensures that the seminars and academies we plan on holding are headed in the right direction.

Furthermore, in order to ensure the success of both seminars and academies, Health2Market members include three highly ranked universities with ample experience in business and corporate education. Indeed, [IE University \(Spain\)](#), University of Goteborg (Sweden) and SKEMA Business School (France) are in charge of developing and delivering the training needs. The latter will be hosting a pilot academy scheduled for fall 2013 that will provide the final proof of concept needed to ensure proper execution of the 36-month project.

European life science researchers will soon have access to a fine-tuned educational portfolio boasting seminars and academies as well as an [e-training](#) platform.



## 6. Distance learning - e-training



The Health2Market project will offer an e-learning course that complements the traditional teaching methods in order to offer an interactive learning environment for the face to face training participants as well as for anyone interested in the market uptake of their health research results.

In addition to present useful information electronically the e-training is also about facilitating the learning process by interactive online elements and pedagogical techniques.

The planned e-learning topics will consist of, for instance, business planning, marketing analysis, legal issues, new venture creation and entrepreneurship. The modules will be presented through short interactive presentations, case studies and scenarios together with best practice. A helpdesk will be available to assist the participants in their learning process.

Pre-registration for the e-learning will start from April 2013 and the course will be available from September 2013. Further information will be available on the project website soon: [http://health2market.eu/e\\_training](http://health2market.eu/e_training)

| Partners                    |         |  |
|-----------------------------|---------|--|
| Inno AG                     | Germany | <a href="http://www.inno-group.com">www.inno-group.com</a>           |
| IE University               | Spain   | <a href="http://www.ie.edu">www.ie.edu</a>                           |
| University of Gothenburg    | Sweden  | <a href="http://www.gu.se">www.gu.se</a>                             |
| SKEMA                       | France  | <a href="http://www.skema.edu">www.skema.edu</a>                     |
| ENGAGE AG                   | Germany | <a href="http://www.engage-ventures.com">www.engage-ventures.com</a> |
| APRE                        | Italy   | <a href="http://www.apre.it">www.apre.it</a>                         |
| Q-PLAN North Greece Ltd     | Greece  | <a href="http://www.qplanng.gr">www.qplanng.gr</a>                   |
| White Research Ltd          | Belgium | <a href="http://www.white-research.eu">www.white-research.eu</a>     |
| Europa Media Non-Profit Ltd | Hungary | <a href="http://www.europamedia.org">www.europamedia.org</a>         |
| Inno TSD                    | France  | <a href="http://www.innogroup.com">www.innogroup.com</a>             |







## 7. Expert advice and support – Advanced consultation services



Commercializing one's research is a difficult and frequently very long endeavour. Many potential stepping stones and even traps await an unsuspecting scientist, ever more so in the health and life sciences fields, which are governed by extensive regulation and strict, often cost-intensive procedures. This is why the advanced services are an important part in the Health-2-Market project. If you wish to commercialize your research results, the project's experts can give you expert advice and support across the whole commercialization process:

- ✓ Evaluation of existing IPR (Intellectual property rights) and support in obtaining such protection
- ✓ Technology and market assessment help
- ✓ Aid in the creation of an exploitation roadmap
- ✓ Support in licensing, IPR sale and business creation

All EU-27 and associated countries based health and life sciences researchers can potentially enjoy the added value of the Health-2-Market advanced services, however, in order to be eligible, participation in a one-week academy is required. Coaching and personalised consultation will be tailored to each individual case putting emphasis both on its state of maturity (e.g. level of IPR protection achieved, draft business plan prepared) and specific regulations, bottlenecks as well as operational, legal and financial issues.



Health-2-Market advanced services will be delivered according to a carefully developed, multi-level scheme which will try to address many of the following issues:

- ✓ Technology assessment and benchmarking against the state of the art.
- ✓ Market dynamics
- ✓ Suppliers' and customers' power and concentration
- ✓ Competitors and their strategic advantages/disadvantages
- ✓ Complementors and possible synergies
- ✓ Access to financing
- ✓ Identification of pilot users
- ✓ ...

Should you require more information about Health-2-Market advanced services please contact the project coordinator. The official launch is scheduled for the 18<sup>th</sup> March, coinciding with the seminar on "exploitation of FP7 R&D results" organised by the sister project "[Fit for Health](#)" in Vienna.



## 8. Support participation of SMEs in FP7 - Fit for Health project a partner project with complementary objectives to H2M



The EU-funded project Fit for Health ([www.fitforhealth.eu](http://www.fitforhealth.eu)) aims to sustainably enhance the participation of European small or medium-sized enterprises (SMEs) in Calls for the 7<sup>th</sup> Framework Programme (FP7) Health Theme. Focusing on research-intensive, high technology SMEs the project offers targeted support measures, covering the entire innovation pipeline of the Health sector. Fit for Health supports SMEs and researchers during all phases of FP7-projects, from the project idea to the efficient and effective valorisation of project results. Activities include support in consortium building, proposal writing, grant negotiation, project management and efficient exploitation of project results.

The key assets of Fit for Health are the highly qualified consultancy and innovative and diverse hands-on training schemes. The consortium of 27 partners from 22 countries joins highly experienced FP7 NCPs for "Health" and "SMEs" with renowned innovation experts and trainers, ensuring excellent coverage of the entire innovation pipeline.



Cooperation between SMEs and academia is strongly encouraged by dedicated services and tools. A well-established, highly visible and quality proven database gives SMEs and researchers the opportunity to present their expertise and know-how. This increases their visibility among Europe's research community in the Health sector and maximises their chances of being identified as potential research partners for EU funded projects. Research consortia that are preparing project proposals and are looking for SME partners can register their project idea in the database.

Particular attention is given to SMEs in enlarged Europe, Acceding and Candidate countries in establishing platforms for SMEs acting in the life sciences area and considering particular needs and barriers of SMEs in those countries. Target group-specific on-site and virtual trainings for FP7 Newcomers, Applicants and participants of funded FP7 projects as well as exploitation trainings are a hallmark of the project.

Strategy meetings and - trainings support SMEs and clusters for a strategic, sustainable approach towards FP7. The next strategy training will take place on 11-12 June 2013 in Brussels and further information will be available soon on the website. A dedicated strategy conference, focussing on opportunities for SMEs in Horizon 2020, the new Framework Programme starting in beginning of 2014 will be organised in connection to this training (<http://www.fitforhealth.eu/events.aspx>).



Further information about the project's activities, FP7 issues, useful links, contacts and access to the database can be found at <http://www.fitforhealth.eu>



## 9. LEARN FROM THE BEST – IE BUSINESS SCHOOL – IE UNIVERSITY



IE University is a major part of the IE Higher Education (IE), a leading international group of higher education and research institutions well renowned for its innovative and entrepreneurial character. IE initiated activities in 1973 with IE Business School (*ranked as the best business school in Europe for 2012 by the Financial Times*). Its International, Executive and Distance Learning programmes, are consistently ranked in the top tier of business schools and learning programmes, by

media like *Financial Times*, *Business Week*, *The Economist*, *The Wall Street Journal* and *Forbes* among others, and holds 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 its learning programmes.

IE's high standards are assumed by a faculty of more than 400 professors who teach students from 88 countries on IE's undergraduate, master, PhD and executive education programmes that currently hold management positions in some 100 countries. IE is powered by its focus on the entrepreneurial spirit as a core value, and over the years has become not only one of the top providers of management education, but also a renown laboratory for new entrepreneurial ventures and an international centre of education that shapes leaders who promote entrepreneurship, innovation and change in organizations, equipping directors with an entrepreneurial mindset. IE University has totally adopted IE's successful model applying these extremely high standards in education. As a pioneer in learning technologies, IE University holds a leading position in Europe among institutions of higher education for excellence in innovation, and is well renown for having an international outlook, humanistic education, and pioneering spirit, and a strong commitment to educate professionals and experts for an international vocation who will make a difference in society, providing a unique learning environment, based on the key pillars of: personalization, academic rigor, the integration of different fields of knowledge, both theoretical and practice-based learning, and entrepreneurial spirit. IE University's undergraduate programmes are recognized by the most prestigious associations in their respective fields, and are highly regarded by employers of leading corporations as it is evidenced by its 43<sup>rd</sup> position worldwide in the International Herald Tribune ranking of the main universities that employers intend to recruit from in the future, and which have the best graduates.



IE's entrepreneurial spirit is also oriented to strategic cooperation with companies for the transfer of knowledge and technology, advancing the encounter between the scientific-technological capacities offered by research groups of the institution in all fields and the demands of the business world and for that purpose its Faculty constantly participates in research agreements and collaborative research projects with companies in diverse fields of business such as pharmaceutical, technology, eco-innovation, luxury branding, television programmes offering, and credit card marketing, among others.

IE contributes to the H2M training in the areas of marketing (with professors Antonios Stamatogiannakis, PhD and Dilney Goncalves, PhD), and entrepreneurship (with professor Aleksios Gotsopoulos, PhD)

### Health-2-Market project identity

|                             |   |
|-----------------------------|---|
| <b>Title:</b>               | FROM HEALTH RESEARCH TO MARKET – ADVANCED SERVICES FOR THE IPR MANAGEMENT AND BUSINESS EXPLOITATION OF THE EU-FUNDED RESEARCH RESULTS IN HEALTH/LIFE SCIENCES |
| <b>Acronym:</b>             | Health-2-Market   |
| <b>Project Coordinator:</b> | Ms Svetlana Klessova<br>inno<br><a href="mailto:S.Klessova@inno-group.com">S.Klessova@inno-group.com</a>  |
| <b>Contract No:</b>         | 305532  |
| <b>Duration:</b>            | 36 months (September 1, 2012 – August 31, 2015)   |
| <b>EC Contribution:</b>     | € 1.999.785   |

#### Description:

Based on sound field analysis, Health-2-Market will draw inference on health and life sciences researchers' competencies and needs in the process of transforming research results into innovative products and services. These insights, distilled from a multi-level identification and validation process, will be fed into the project's activities and services forming the base of their design and implementation. Health-2-Market will deliver advanced training sessions in entrepreneurship and innovation which will be spread across the EU and will have the form either of short topic-specific innovation training or week-long preliminary business planning of researchers own cases. On top of these, carefully developed e-training modules will be available on-line. Apart from the training actions the project aims to support researchers taking their business case one step further through personalized case-oriented advanced consultation services.

|   |  |
|---|--|
| <b>PROJECT PARTNERS</b>   |  |
| COORDINATOR   |  |
| <br>INNO AG  |  |
| PARTNERS  |  |
|    |  |
|    |  |
|    |  |
|   |  |
| <div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p style="margin: 0;">All rights reserved<br/>@ Health-2-Market Project</p> </div>  |  |



## 2.2. Newsletter issue No 2, October 2013



# Health Market Newsletter

Second issue, October 2013

Dear reader,

I am pleased to welcome you to the second newsletter of the Health-2-Market project. Health-2-Market starts its “publicly active phase”, the Venture Academy on Entrepreneurship & Business Planning in Health/ Life Science just took place from 2-6 September 2013 at SKEMA Business School, Sophia- Antipolis, France and has brought together around 20 highly motivated health/ life science researchers and entrepreneurs. In addition, the first 1 day project seminar “Intellectual Property Management and Open Innovation in Universities” is just around the corner; it will be held at Stockholm, on October 16<sup>th</sup> 2013 and other seminars are to follow beginning of 2014. Plenty of opportunities to learn on specific health-related topics and to explore ways of research commercialization for your projects. Interested in distance learning? Check out the e-training section of the Health-2-Market project website in order to find high-level educational material on the training topics, including videos, presentations and case studies.

Read on to find out more

Svetlana Klessova,  
Project Coordinator, inno



[www.health2market.eu](http://www.health2market.eu)

Health-2-Market is supported by the European Commission under the HEALTH thematic area of the 7<sup>th</sup> Framework Programme for Research and Technological Development.

Content:

1. At a glance {Page 2}
2. Health-2-Market training events calendar {Page 2}
3. Venture Academy “Entrepreneurship & Business Planning in Health- Life Sciences” at SKEMA Business School {Page 3,4}
4. The Health-2-Market training seminars start with Stockholm {Page 5}
5. Distance learning- e-training {Page 6}
6. Learn from your peers: Health-2-Market case studies are based on real life cases {Page 7}
7. ENTENTE- European Network for Knowledge Transfer in Health {Page 8}
8. Learn from the best- SKEMA Business School {Page 9, 10}

1





Health-2-Market Newsletter, Issue 2, October 2013

## 1. At a glance

Researchers from the Health/life sciences field often bring about very interesting and important research results that could have high value for the population and users. However, the economic exploitation of research results in the Health/Life science field is still rather scarce and often these results do not reach the market.

Why? Researchers, even if highly interested in exploitation aspects, may lack some important skills in entrepreneurship topics. This is where Health-2-Market can help!

The Health-2-Market project is a 3 year long Coordination and Support Action, funded by the European Commission under the Health theme of the 7<sup>th</sup> Framework Programme, aiming to enrich the entrepreneurial mindset of the Health/life science researchers in Europe. Health-2-Market's objective is to provide the researchers with the necessary knowledge and skills to enhance their entrepreneurship competences. Our team proposes a set of high-level services, all of them free of charge for the health researchers: they include 1-2 days training seminars, weekly academies for those who are ready to make the important move towards the market, e-learning or personalised coaching, for selected promising cases.

The services are offered by a pool of experienced internal and external specialists coming from leading European academic institutions and private organisations.

## 2. Health-2-Market training events calendar

| TRAINING ACADEMIES  |   |   |
|---|---|---|
| Topic   | Dates                                     | Hosted by   |
| Entrepreneurship & Business Planning  | 2-6/9/2013<br>16-20/6/2014<br>8-12/6/2015 | SKEMA Business School<br>Sophia- Antipolis Campus, FRANCE<br><a href="http://www.skema.edu">http://www.skema.edu</a>                        |
| Intellectual Property, Ethics & the Utilization of Academic Research  | 10-14/3/2014<br>9-13/3/2015               | University of Gothenburg,<br>Gothenburg, SWEDEN<br><a href="http://www.gu.se">http://www.gu.se</a>  |
| New Venture Creation & Marketing  | 19-23/5/2014<br>20-25/4/2015              | IE University, Madrid Campus, SPAIN<br><a href="http://www.ie.edu">http://www.ie.edu</a>  |
| TRAINING SEMINARS   |   |   |
| Topic   | Dates                                     | Venue   |
| Intellectual Property Management and Open Innovation in Universities  | 16/10/2013                                | Apotekarsocieteten Bibliotek,<br>Stockholm, SWEDEN<br>Hosted by University of Gothenburg<br><a href="http://www.gu.se">http://www.gu.se</a> |
| MORE THAN 10 SEMINARS TO BE ORGANISED! INFO ABOUT TOPICS, DATES AND LOCATIONS SOON ON <a href="http://www.health2market.eu">http://www.health2market.eu</a> |   |   |

### 3. Venture Academy “Entrepreneurship & Business Planning in Health/ Life Sciences” at SKEMA Business School

The initiation of Health-2-Market training activities for health and life science researchers has just been completed with the ‘Entrepreneurship & Business Planning’ Venture Academy that was hosted by SKEMA Business School from 2 to 6 September 2013 in Sophia- Antipolis, France.

The Venture Academy attracted an interesting array of participants having a variety of scientific discoveries and representing various different European countries. Out of a total of 30 applicants, 12 were selected to partake in the Venture Academy, forming a work team of uniformly levelled experience. All participants were private and public sector scientists covering a wide range of scientific breakthroughs such as skin grafts, cures for orphan diseases and capillary enhancement and with origin that varied from Netherlands, Malta, Germany, Switzerland to Portugal, Italy and France.



After a week of intense training with classes lasting from 08:30 to 19:00 and most attendees working until the late hours of the night, the participants have acquired a better understanding as to what it will really take to allow their projects to become genuine business opportunities. The Venture Academy was completed with the participants having the opportunity to pitch in front of peers, investors and stakeholders providing a clear, short and valuable understanding of their entrepreneurial project. Feedback from the participants was very positive, with all of them expressing how important and crucial they found the training offered by the Venture Academy. Some testimonials read:

*“The Health-2-Market Venture Academy in Entrepreneurship & Business Planning in Health/Life Sciences absolutely exceeded my expectations.”*

*“The course is well balanced between theory and practice. It has a couple of practical tools that I can really use well, also for other projects. The teachers bring with them a lot of experience. I found it pleasant that the teachers are a small team of three and stay the same during the course, so you don’t have to explain your project again to a new teacher.”*



*Health-2-Market Newsletter, Issue 2, October 2013*

*"It is a very demanding course and you should really be prepared to work hard when you decide to join since the program is very intensive."*

*"I was glad that I already was very prepared and already had done market research and talked to potential customers. This helps to follow the high pace of the course. I strongly advise to embark on the course as a team, so that the hard work can be shared among team members."*

*"The direct result I have out of this course is a very strong pitch and presentation that will allow me to further this case, but I'm sure that I will use the method and tools for other cases in the future."*



Furthermore, results from a satisfaction questionnaire taken by the participants at the end of the Venture Academy once more confirmed the validity and value offered by Health-2-Market. Indeed, attendees showed interest in participating in future project training activities (academies and seminars), as well as gaining access to advanced services. **This leads us to believe that Health-2-Market is destined to have a strong positive impact on the ability of health/life scientists to bring their business creation to market.**



***Business opportunities are right here! If you are a Health/life science researcher interested in commercial exploitation, express your interest now and take advantage of the Health-2-Market trainings for a successful commercial exploitation of products and services in the health field!***





#### 4. The Health-2-Market training seminars start with Stockholm!

With the target to support health and life sciences investigators in the effort to bring their research results to the market, Health2Market project organizes the first training seminar titled '[Intellectual Property Management and Open Innovation in Universities](#)' that will take place on October 16<sup>th</sup> 2013 at Apotekarsocietetens bibliotek located at Wallingatan 26A in the city center of Stockholm, Sweden. The seminar is organized by University of Gothenburg, Innovation and Entrepreneurship initiative of Sahlgrenska Academy.



In a knowledge-based economy universities are increasingly given the task to support innovation through the utilization research results. This obligation creates new challenges for collaborative research and development among universities and between universities and industry. Increasingly intellectual property management is required to govern the many knowledge-based input and outputs and manage the different interests in terms of ownership, access, and use of research results.

There are still many people that would consider intellectual property an impediment to openness, especially within a university setting. While this may be true in some circumstances, it is increasingly becoming clear that intellectual property is a critical tool to govern open innovation. This seminar will discuss and provide examples of how intellectual property management can play a critical role in developing open innovation in universities by facilitating both research collaborations and the utilization of research results. The goal of the seminar is to show how university innovation systems actors as well as researchers can create greater value in their R&D activities through intellectual property management.

Join us and learn to:

- ✓ Identify different types of open innovation and degrees of openness
- ✓ Understand and use intellectual property as a means to govern openness
- ✓ Identify background and foreground intellectual property in collaborative technology development
- ✓ Understand the use of licensing and other contractual mechanisms to manage open innovation for development and commercialization
- ✓ Practice your new understanding on title due diligence, licensing based business development and open platform design

*Participation is free of charge but pre-registration is mandatory! [Please click here to access the online registration](#)*



## 5. Distance learning- e-training

Apart from the organization of training academies and seminars, the Health-2-Market project has developed an [e-training tool](#) that complements those traditional teaching methods and is available to anyone free of charge after registration through the project web portal <http://elearning.health2market.eu/account/registration>.

The e-training tool offers an interactive learning environment for researchers in the health, life science field interested to start their own business as well as all other people involved in life science research (e.g. technology transfer officers, incubators staff, etc.).

| Entrepreneurship & Business Planning module  |
|--|
| <b>1. Building the scope of the project</b> <ul style="list-style-type: none"> <li>▪ Designing an innovative venture</li> <li>▪ The entrepreneur's toolkit</li> <li>▪ Defining the characteristics and scope of your innovation</li> </ul>                             |
| <b>2. Designing the Business Model of the project</b> <ul style="list-style-type: none"> <li>▪ Identifying business opportunities</li> <li>▪ Designing your business model</li> </ul>  |
| <b>3. The Business Plan</b> <ul style="list-style-type: none"> <li>▪ Business Plan: types and uses</li> <li>▪ Building the pitched Business Plan- The 14 slides</li> </ul>   |
| <b>4. Financial objectives and completed pitched Business Plan</b> <ul style="list-style-type: none"> <li>▪ Introduction to entrepreneurial finance</li> <li>▪ Working out your financial objectives</li> <li>▪ Finalizing your Business Plan for the pitch</li> </ul> |

| Business Ventures & Marketing module   |
|--|
| <b>1. Creativity and Commercializing Technology</b> <ul style="list-style-type: none"> <li>▪ Introduction to Entrepreneurship</li> </ul>   |
| <b>2. Understanding Marketing Dynamics &amp; what is YOUR Market</b> <ul style="list-style-type: none"> <li>▪ Introduction to Marketing: Reading the Market</li> <li>▪ What is YOUR Market?-STP</li> </ul> |
| <b>3. Integrated Marketing Tactics</b> <ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Product</li> <li>▪ Price</li> <li>▪ Place</li> <li>▪ Promotion</li> </ul>                          |
| <b>4. Integrated Marketing Strategy</b>  |

Three different modules will be developed in the project by the three business schools (IE University, SKEMA Business School, University of Gothenburg). Two of them, the Entrepreneurship and Business Planning module (SKEMA Business School) and the Business Ventures & Marketing module (IE University) are available from October 2013. The content of these modules is summarized in the two tables of this page. The last module on Intellectual Property and Ethics will be available in a later stage of the project. Each module consists of interactive online elements and pedagogical techniques such as short presentations, videos, quizzes and case studies that facilitate the learning process and present useful information for the support of the establishment of new businesses.



## 6. Learn from your peers: Health-2-Market case studies are based on real-life cases



Health-2-Market addresses researchers in the field of Health/life sciences in order to boost their competences in the commercialization of research results. How? Our training programme is based on the valuable experience of high-level experts and focuses on learning through concrete and practical examples. The Health-2-Market training material includes, among others, a set of case studies: real-life examples of researchers having started their business idea.

For example: How has a company in the field of biodegradable stents adapted to slow company development and analysed entrepreneurial opportunities in order to boost their business? What includes the marketing plan of a company valorising electrochemical research excellence?

The objective is to show you different steps of commercialization activities (market analysis, business plan development, IPR issues, business creation etc.) in the context of real examples. A concrete opportunity to learn from your peers who might have faced similar difficulties, overcome obstacles and constructed their business concept in health-related fields.

Case studies have proven to be an effective training method that permits to offer an interactive learning. As thus, they can support "theoretical" teaching of specific training topics: you will see that both "best case" and "worst case" examples can be useful...Our case studies close on a chapter encouraging thinking further and reflecting lessons to be learnt.

The Health-2-Market case studies are linked to the different training topics and will partly be deployed in face-to-face and be accessible through the [website e-training tool](#).

| Partners                    |         |                         |
|-----------------------------|---------|-------------------------|
| Inno AG                     | Germany | www.inno-group.com      |
| IE University               | Spain   | www.ie.edu              |
| University of Gothenburg    | Sweden  | www.gu.se               |
| SKEMA                       | France  | www.skema.edu           |
| ENGAGE AG                   | Germany | www.engage-ventures.com |
| APRE                        | Italy   | www.apre.it             |
| Q-PLAN North Greece Ltd     | Greece  | www.qplanng.gr          |
| White Research Ltd          | Belgium | www.white-research.eu   |
| Europa Media Non-Profit Ltd | Hungary | www.europamedia.org     |
| Inno TSD                    | France  | www.innogroup.com       |







# entente

KNOWLEDGE TRANSFER IN HEALTH

## 7. ENTENTE- European Network for Knowledge Transfer in Health

*a partner project with complementary objectives to H2M*

*by Pierre Benayoun- Inserm Transfert (Pierre.benayoun@inserm-transfert.fr)*

*"Sharing experiences, understanding good practices, experiencing different working environments having specific policies, strategies, and instruments, allowing professionals to grow and let Technology Transfer evolves. ENTENTE is providing exactly these opportunities, that is why I think it is definitely a valuable and rewarding initiative"*

This testimony of a laureate participating to the ENTENTE first Professional Exchange programme highlights very well the purpose of this pan-European networking initiative that gathers all the actors in Health, including universities, SMEs, PROs and Industry, as well as investors and Tech Transfer professionals. The overriding objective of ENTENTE is to strengthen knowledge transfer and to promote transnational collaboration between industry and academia.

*"These exchanges are mostly cross-border, which will create new business development. The end result is to go towards an improvement of the global European Knowledge Transfer in Health", says Karine Baudin, coordinator of ENTENTE. ENTENTE provides its key target groups with a variety of services to enable wider and more effective spreading of best practices and success stories, the notable achievements as well as the issues that knowledge transfer is facing in the health sector in Europe.*

This is done through various routes, ranging from providing leading edge information on practices, methods and tools used in the Knowledge Transfer process to the opportunity for professionals working in European academic TTOs to spend few weeks in other organizations engaged in Knowledge Transfer in health.

See more at ENTENTE web portal <http://www.entente-health.eu>



## 8. Learn from the best- SKEMA Business School

*A multi-campus, student-focused school with close ties to the business world*

**skema**  
BUSINESS SCHOOL

SKEMA (School of Knowledge Economy and Management) was founded in 2009 by the merge of Lille School of Management and CERAM Business School, which was part of the French Riviera Chamber of commerce. SKEMA is the fulfilment of an ambitious plan: to establish a school of

leadership with a worldwide presence that will mold decision makers capable of understanding their environment, adapting to it, and creating lasting performance. The international faculty is specialised in teaching and research within the knowledge economy.

**Multi-campus approach:** The school has 5 campuses, three in France (Lille, Paris and Sophia- Antipolis) and abroad (Suzhou in China and Raleigh in USA).

**Rich educational programmes:** SKEMA learning programmes reflect the latest research into the challenges posed by the management of innovative and high-tech projects, the management of information, customer relations, globalisation and economic dynamics.

**Accreditations and international recognition:** SKEMA is EQUIS accredited by the European Foundation for Management Development (EFMD). The school has ISO 9001 certification. AACSB accreditation is currently in progress.

**The research centres:** With more than 100 researchers, SKEMA's research has an international dimension and leads to major innovations in the field of management science. Four research centres make up the laboratory:

- ✓ **The European Centre for Corporate Control Studies (ECCCS)** is dedicated to promoting top level research and best practices in corporate control in the European context. The ECCCS fields of expertise include Mergers and Acquisitions, LBOs, Interactions between firms and financial markets and Financial intermediation.

### KEY FIGURES

- **6.500 students**
- **166 professors, 75% holding a PhD or a French doctorate**
- **30.000 alumni worldwide**
- **84% net employment rate (3 months after graduation)**
- **Largest cohort of French students in China and in the USA**

### 2012

- **27<sup>th</sup> for MSc in Management (5<sup>th</sup> for International Exposure)**
- **12<sup>th</sup> for MSc in Financial Markets**



### THE PROGRAMME PORTFOLIO

#### Undergraduate programmes

- International Bachelor (4 years)
- Ecole Supérieure des Hautes Etudes en Management (3 years)

#### Masters programmes

- Grande Ecole programme (Master of Science in Management)
- Mastères Spécialisés (MS) validated by the Conférence des Grandes Ecoles
- Masters of Science (MSc)

#### Doctoral programmes

- Knowledge Technology & Organisation (KTO) PhD in Management
- PhD in Corporate Finance
- Executive PhD in Project and Programme Management

#### Executive MBA

- Project Management

#### Continuing Education

- Leading to qualifications (PGE, STEM)
- Tailor-made (intra)
- Catalogue (inter)

✓ The Innovation and Competition Research Centre (ICRC) aims to understand the circumstances that encourage competition between companies and innovation in a variety of industries, and how the dynamics of industries affect the evolution of the economy, both in the short and long run. The centre's research is supported by our partnership with the OFCE.

✓ The Knowledge Technology & Organisation (KTO) dedicates its research to helping decision makers better understand and handle the challenges of the knowledge economy. The research interests deals with a number of interrelated areas such as entrepreneurial innovation, management of technology, organisation, knowledge and information systems management and international business in the knowledge economy

✓ The MERCUR research group is organised around two main streams: Consumption, Culture, Identity and Consumer Behaviour and Retailing in a Multichannel Context

SKEMA is home to a program that has more than 10 years of proven experience in the development of new entrepreneurial ventures. Indeed, this experience is a main determinant in why SKEMA integrated the Health-2-Market project. This decision is shown to be worthwhile as per the results from the Venture Academy that was held from 2 to 6 September on the Business School's Sophia- Antipolis campus.

*Business opportunities are right here! If you are a Health/life science researcher interested in commercial exploitation, express your interest now and take advantage of the Health-2-Market trainings for a successful commercial exploitation of products and services in the health field!*

### Health-2-Market project identity

|                             |   |
|-----------------------------|---|
| <b>Title:</b>               | FROM HEALTH RESEARCH TO MARKET – ADVANCED SERVICES FOR THE IPR MANAGEMENT AND BUSINESS EXPLOITATION OF THE EU-FUNDED RESEARCH RESULTS IN HEALTH/LIFE SCIENCES |
| <b>Acronym:</b>             | Health-2-Market   |
| <b>Project Coordinator:</b> | Ms Svetlana Klessova<br>inno<br><a href="mailto:S.Klessova@inno-group.com">S.Klessova@inno-group.com</a>  |
| <b>Contract No:</b>         | 305532  |
| <b>Duration:</b>            | 36 months (September 1, 2012 – August 31, 2015)   |
| <b>EC Contribution:</b>     | € 1.999.785   |

#### Description:

Based on sound field analysis, Health-2-Market will draw inference on health and life sciences researchers' competencies and needs in the process of transforming research results into innovative products and services. These insights, distilled from a multi-level identification and validation process, will be fed into the project's activities and services forming the base of their design and implementation. Health-2-Market will deliver advanced training sessions in entrepreneurship and innovation which will be spread across the EU and will have the form either of short topic-specific innovation training or week-long preliminary business planning of researchers own cases. On top of these, carefully developed e-training modules will be available on-line. Apart from the training actions the project aims to support researchers taking their business case one step further through personalized case-oriented advanced consultation services.

#### PROJECT PARTNERS

##### COORDINATOR



INNO AG

##### PARTNERS



All rights reserved  
@ Health-2-Market Project



## 2.3. Newsletter issue No 3, July 2014

### HEALTH-2-MARKET

NEWSLETTER: THIRD ISSUE, JULY 2014



### WELCOME

Dear reader,

I am pleased to welcome you to the third newsletter of the **Health-2-Market** project.

There has been a busy training activity during the last months and we are glad to share some feedback and experiences from our academies in Stockholm and Madrid and seminars in Spain, France, Greece and Germany.

Altogether more than 140 highly motivated health/life science researchers and entrepreneurs have participated in past training events- and more opportunities are to come!

Don't miss the seminars "Intellectual Asset Management and the Utilization of Academic Research" (15-16 September, Nicosia, Cyprus) and "Identifying and evaluating entrepreneurial opportunities" (10 September, Budapest, Hungary) and the academy on "Entrepreneurship @ Business Planning in health/life sciences", organized in Sophia-Antipolis, France, from 6 to 10 October 2014.

Do you have a specific question and would like to benefit from experts' advice? **Health-2-Market** offers an "Ask the expert" helpdesk where you can address your request. Our expert team will provide tailored advice- free of charge!

Also don't hesitate to follow our **e-learning offer** so as to find high-level educational material on the training topics, including videos, presentations and case studies.

Read on to find out more.



Svetlana Klessova  
Project Coordinator, inno,  
S.Klessova@inno-group.com

### CONTENTS

- At a glance.....p2
- What's coming next: Health-2-Market training events calendar.....p3
- ACADEMY: New Venture Creation & Marketing at IE Business School-IE University.....p4
- Intellectual Property, Ethics & the Utilization of Academic Research in health/life sciences at Health-2-Market training academy of University of Gothenburg, Sweden.....p5
- Health-2-Market past training seminars: Facts & Figures.....p6
- Health-2-Market e-learning. New chapters are now available.....p7
- Health-2-Market "Ask the expert" service.....p7
- News from project partners.....p8

## HEALTH-2-MARKET

NEWSLETTER: THIRD ISSUE, JULY 2014

### At a glance

Researchers from the Health/life sciences field often bring about very interesting and important research results that could have high value for the population and users. However, the economic exploitation of research results in the Health/Life science field is still rather scarce and often these results do not reach the market.

Why? Researchers, even if highly interested in exploitation aspects, may lack some important skills in entrepreneurship topics. This is where **Health-2-Market** can help!

The **Health-2-Market** project is a 3 year long Coordination and Support Action, funded by the European Commission under the Health theme of the 7th Framework Programme, aiming to enrich the entrepreneurial mindset of the Health/life science researchers in Europe. **Health-2-Market's** objective is to provide the researchers with the necessary knowledge and skills to enhance their entrepreneurship competences. Our team proposes a set of high-level services, all of them free of charge for the health researchers: they include 1-2 days training seminars, weekly academies for those who are ready to make the important move towards the market, e-learning or personalised coaching, for selected promising cases.

The services are offered by a pool of experienced internal and external specialists coming from leading European academic institutions and private organisations.



*Business opportunities  
are right here.*

If you are a Health/life science researcher interested in commercial exploitation, express your interest now and take advantage of the Health2Market trainings for a successful commercial exploitation of products and services in the health field!

All rights reserved @ Health-2-Market project



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S SEVENTH FRAMEWORK PROGRAMME FOR RESEARCH, TECHNOLOGICAL DEVELOPMENT AND DEMONSTRATION UNDER GRANT AGREEMENT NO 305532

#### PROJECT PARTNERS

##### COORDINATOR



INNO AG

##### PARTNERS





## HEALTH-2-MARKET

NEWSLETTER: THIRD ISSUE, JULY 2014

### What's coming next

#### Health-2-Market training events calendar

| EVENT   | DATES                       | HOSTED BY   |
|---|-----------------------------|---|
| <b>SEMINAR</b><br>Identifying and Evaluating entrepreneurial opportunities<br><a href="#">REGISTRATION OPEN</a> | 10/9/2014                   | <b>Semmelweis University-Health Services Management Training Center</b><br><i>Budapest, Hungary</i><br>(organized by Europamedia) |
| <b>SEMINAR</b><br>Intellectual Asset Management and the Utilization of Academic Research                        | 15-16/9/2014                | <b>Cyprus Institute of Neurology and Genetics</b><br><i>Nicosia, Cyprus</i><br>(organized by Inno TSD)                            |
| <b>ACADEMY</b><br>Entrepreneurship & Business Planning<br><a href="#">REGISTRATION OPEN</a>                     | 6-10/10/2014<br>8-12/6/2015 | <b>SKEMA Business School</b><br><i>Sophia - Antipolis Campus, France</i>  |
| <b>ACADEMY</b><br>Intellectual Property, Ethics & the Utilization of Academic Research                          | 9-13/3/2015                 | <b>University of Gothenburg</b><br><i>Gothenburg, Sweden</i>  |
| <b>ACADEMY</b><br>New Venture Creation & Marketing  | 20-25/4/2015                | <b>IE University</b><br><i>Madrid Campus, Spain</i>   |

MORE SEMINARS COMING UP SOON! STAY INFORMED ON [www.health2market.eu](http://www.health2market.eu)

Next September is a busy month for **Health-2-Market** training events, with two seminars organized in Cyprus and Budapest for health researchers who wish to enhance their entrepreneurial mindset.

The "Identifying and Evaluating entrepreneurial opportunities" Seminar will take place on 10/9/2014 at Semmelweis University-Health Services Management Training Center, Budapest and is designed for any health researcher who is interested in identifying and evaluating opportunities for entrepreneurship and starting a new business. Trainer of the Seminar is Professor Alexsios Gotsopoulos, assistant professor of Management at the SKK Graduate School of Business, the top ranked business school in South Korea and ex- assistant professor of Entrepreneurship at IE Business school (IE University), one of the most renowned business schools in Europe (ranked as best business schools in Europe for 2012 and 2013 by the FinancialTimes) and **Health-2-Market** partner.

*Registration is already open until September 5th 2014.*

Cyprus Institute of Neurology and Genetics in Nicosia, Cyprus will host the second **Health-2-Market** Seminar of September named "Intellectual Asset Management and the Utilization of Academic Research" on 15- 16/9/2014. Tailored by University of Gothenburg, this seminar will discuss and provide examples of how intellectual asset management can play a critical role in developing innovation in universities by facilitating both research collaborations and the utilization of research results.

*More information about agenda and registration soon on [www.health2market.eu](http://www.health2market.eu).*

Registration will open soon for the **Entrepreneurship and Business Development Venture Academy**, the last **Health-2-Market** academy for 2014. The Academy will take place on 6-10/10/2014 in the heart of one of Europe's leading technology parks (SKEMA Business School, Sophia-Antipolis, France) and it is designed by three of Europe's leading higher education institutions: SKEMA Business School (France), IE University (Spain) and University of Gothenburg (Sweden). A team of several experienced professors in the fields of entrepreneurship, innovation and strategy will be teaching the academy and participants will have the chance to develop and test their own business plan, practice pitching to investors and enlarge their network! Health researchers, entrepreneurs, innovation specialists and coaches are all welcome to benefit from this unique experience.

▶ All trainings are offered free of charge. Travel and accommodation costs are not covered.

▶ As the number of participants is limited, online pre-registration is mandatory.

## HEALTH-2-MARKET

NEWSLETTER: THIRD ISSUE, JULY 2014

### ACADEMY

## New Venture Creation & Marketing at IE Business School-IE University

The “New Venture Creation & Marketing” Health-2-Market academy took place at the premises of IE Business School – IE University, in Madrid, between 19-23 May, 2014.

The interest for the academy was very high. 48 applications were received and evaluated carefully, resulting to a final number of 21 attendees. Most of them have been funded by EU for their research, and their education level (from masters to post-doc) as well as their field of research/operation (neuroscience, epidemiology, e-health, technology transfer officers, etc.) were quite diverse, generating thus interesting dynamics to the group.

The academy consisted of a week-long intensive training, based on four pillars:

- **Theory discussion**

In this part, the discussion evolved around general guidelines and procedures that new venture creation and marketing of health products must undergo in order to increase chances of a successful and profitable presence in the market.

- **Practical Application to a Health Business Case**

In this part, the group discussion evolved around applying the learning of the first part to a real business case. This method is a very common learning tool in the top business schools worldwide.

- **Application to their specific case**

This part consisted of participants applying the learning they had acquired to their own (existing, or future) business, with the guidance of the trainers.

- **Presentation**

On the last day, participants presented the outcome of their work in front of the whole group and the trainers.

In addition, an important part of the academy was networking. Specifically, the whole group had the chance to attend to a “Health Business Venture Day”, organized by IE Business School. In this, graduating students of the IE program “Management for Scientists and Researchers” presented their business plans in front of a panel of expert juries. The presentations were followed by open networking with a variety of individuals, related to health business, who attended this event.

The feedback from the participants was very positive, and probably they will be the best ambassadors for future Health-2-Market activities. In addition, several of them expressed interest in applying for the additional services of the Health-2-Market, especially after these services were presented to them from the Health-2-Market partner Engage via video-conference.

Keeping an eye to the end-purpose of Health-2-Market, we believe that this academy will help those participants already in business to be more effective, and those who plan to start their business soon to do so by following “best practices”, and avoiding many rookie mistakes.



The Academy  
will be offered again  
in spring 2015!

For more information staytuned on  
[www.health-market.eu](http://www.health-market.eu)



**HEALTH-2-MARKET**

NEWSLETTER: THIRD ISSUE, JULY 2014



## Intellectual Property, Ethics & the Utilization of Academic Research in health/life sciences

at Health-2-Market training academy of University of Gothenburg, Sweden

During the period 10th – 14th of March 2014, the training academy “Intellectual Property, Ethics & the Utilization of Academic Research in health/life sciences” took place in Gothenburg, Sweden, organised by University of Gothenburg. The goal of the academy was to provide the participants with a fundamental understanding of the challenges and opportunities related to the integration of research and utilization processes. Central to the learning process was the differentiation of sources of knowledge that support and strengthen research projects, the creation of societal value through economic and non-economic means, and the ethical considerations that need to be taken into account.

24 participants attended the course, the majority of whom Swedish and 6 of them from other European countries (Italy, Spain, Germany and Netherlands). Most of them were researchers in the life sciences field, whereas some technology transfer professionals also participated. A common characteristic shared among them was the willingness to understand in depth the importance of utilization for research in general, triggering extensive discussions following the trainings daily schedule. At the end of the training course, feedback from the participants was very positive with all of them valuing high both the content of the course as well as the trainers’ pedagogical skills.



**HEALTH-2-MARKET**

NEWSLETTER: THIRD ISSUE, JULY 2014



## Health-2-Market past training seminars: Facts&figures

- ✓ **5 training seminars**
- ✓ **5 European countries**  
Sweden, Spain, Greece, France, Germany
- ✓ **4 training topics**
  - Intellectual Property Management and Open Innovation in Universities
  - Cutting Edge Decision Making Tools for Entrepreneurs
  - Marketing of Innovation & Effectual Entrepreneurship in Health Sciences
  - Marketing of Innovative Products in Health/ Life Sciences
- ✓ **115 Participants**

### “ Testimonials ”

*“The seminar was very helpful, very well organized, in terms of providing information on how to transition from being a physician to building institutions that may be marketable”.*

*“The seminar addressed and helped me in a lot of issues. And I met a lot of interesting people. I liked the overall spirit during the training”.*

*“Everything was useful. Valuable advice for students”*

*“The current case studies examples were really useful and practical as well as the basic principles of management.”*

More seminars coming up soon! Stay informed on:

[www.health-market.eu](http://www.health-market.eu)



View the short video  
from Health-2-Market seminar  
in Thessaloniki, Greece (April 2014)





## HEALTH-2-MARKET

NEWSLETTER: THIRD ISSUE, JULY 2014



## Health-2-Market e-learning

**New chapters are now available**

The **Health-2-Market** e-learning has been developed to boost the entrepreneurial skills of health and life sciences researchers. The e-learning offers interactive learning environment for interested participants in starting their own business. The e-learning can be used as a standalone course or as a supplementary training to the face-to-face events.

Since its launch in September 2013, the **Health-2-Market** e-learning service has attracted more than 500 participants. Our service is not only a traditional e-learning. Chapters offer self assessment quizzes, additional documents, and from this autumn **Real Time discussion sessions will be organized in the most popular topics**. By using the Classmate function the participants can contact each other and discuss common issues, questions.



In addition to the presentations of the three courses: **Entrepreneurship and Business Planning**, (SKEMA Business School, France); **Business Ventures & Marketing** (IE University, Spain); **Intellectual Property & Ethics** (University of Gothenburg), several case studies have been uploaded recently. The case studies, presenting real life case examples will help the participants applying the knowledge gained from the e-learning presentations. The case studies are discussing a number of topics, such as establishing a marketing strategy, utilizing early stage research result through intellectual asset portfolio management, business planning, etc.

If you are interested in receiving a unique interactive training from the professionals of the **Health2Market** consortium, please visit our website and sign up for our e-learning services.

## Health-2-Market “Ask the expert” service

The **Health-2-Market** team has developed a powerful online tool to provide additional professional support to health researchers: The “Ask the expert” service, powered by the experts of **Health-2-Market** consortium, that offers tailored helpdesk support related to entrepreneurship, business development and intellectual property management issues.

This service is free of charge for all interested. Via the online contact form you can submit your question and receive the best answer by the right expert on the following fields of expertise: Business Management, Intellectual Property, Marketing, Business Planning, New Venture Creation, Entrepreneurship, Ethics, Fundraising.

**HEALTH-2-MARKET**

NEWSLETTER: THIRD ISSUE, JULY 2014

**NEWS FROM PROJECT PARTNERS****ENTENTE @ TTS Europe 2014**

The TTS Europe took place on 14-15 April 2014 at the Institut Pasteur in Paris (hosts: Inserm Transfert & Institut Pasteur). An interactive round-table summit gathering high-level stage biotech innovation KOLS and decision-makers from across all of the key stakeholder groups: tech transfer, public research, patient organizations, foundations, venture capital, corporate venture, investment banks, start-ups, SMEs, big pharma and industry. The ENTENTE team interviewed key opinion leaders and shares their point of view with us in the following videos:

- How could medical data crunching contribute to develop new personalised drugs?
- What are the latest challenges making translational research more systematic?
- What are the challenges in implementing a European patent?

► See more at ENTENTE web portal [www.entente-health.eu](http://www.entente-health.eu)

**Fit for Health training in Stuttgart on 15-16 October 2014: Save the date!**

Fit for Health 2.0 organizes an international exploitation training on knowledge transfer and innovation financing and management on 15-16 October 2014 in Stuttgart, Germany.

This training targets primarily SMEs operating in the health-area and related fields (including pharma, med-tech, biotech, e-health), but also entrepreneurs (incl. researchers) and research institute TTOs, all with tangible results ready for exploitation. Participants will have the opportunity to learn from best-practices through discussions with experienced and successful entrepreneurs/SMEs, finance and industry. Priority will be given to participants with FP project results from running and finished projects (FP6/FP7/H2020).

► Further information will be available soon under [www.fitforhealth.eu](http://www.fitforhealth.eu)

**Two events for SMEs organized by FP7 Health Project ENTENTE and European Association for bio-industries with the support of the European Commission 8-9 October 2014, save the dates!**

These events will take place during the 2014 European Biotech Week in Brussels and will be especially dedicated to strengthening the biotechnology innovation potential in Europe through promoting and empowering innovative SMEs seeking financial facilitations and international exposure.

**8 October****EuropaBio's 5th Most Innovative European Biotech SME Award**

Is your SME interested in participating in this renowned event showcasing European Biotech SMEs that have developed innovative solutions addressing major societal challenges?

► [Find out more information and apply here!](#)

**9 October****ENTENTE Life Science Investment Forum**

Are you a R&D SME active in the life sciences sector developing innovative products or technologies? Are you seeking for funding or partnering in the next 24 months?

► [Find out more information and apply here!](#)



## 2.4. Newsletter issue No 4, January 2015

### HEALTH-2-MARKET

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015



#### WELCOME

Dear reader,

I am pleased to welcome you to the fourth newsletter of the **Health-2-Market** project.

The next few months will be busy for us, with the last cycle of **Health-2-Market** academies organized in Sweden, Spain and France, several seminars offered all around Europe and the project final conference to take place in Brussels next June. Stay tuned with [health2market.eu](http://health2market.eu) for exact dates, venues and registration announcements.

Up to now, more than **310 highly motivated health/life science researchers** and entrepreneurs have participated in past training events and we are happy to share some testimonials about their experience with you.

A significant offer of **Health-2-Market** is the provision of **advanced, individually tailored, commercialization services** to selected health research projects, completely free of charge. Until now, 8 cases have benefited from **Health-2-Market** advanced services and the feedback was very positive as presented in the interview provided by founder and Managing Director of Alterniiti GmbH. The **Health-2-Market** advanced services are open for applications until February 15<sup>th</sup> 2015.

Do you have a specific question and would like to benefit from experts' advice? **Health-2-Market** offers an **"Ask the expert" helpdesk** where you can address your request. Our expert team will provide tailored advice- free of charge!

Also don't hesitate to follow our **e-learning offer** so as to find high-level educational material on the training topics, including videos, presentations and case studies.

Read on to find out more.



Svetlana Klessova  
Project Coordinator, inno,  
[S.Klessova@inno-group.com](mailto:S.Klessova@inno-group.com)

#### CONTENTS

- At a glance.....p2
- What's coming next: Health-2-Market training events calendar.....p3
- Health-2-Market advanced commercialization services for health researchers: The Alterniiti case.....p4
- Health-2-Market services: Facts & figures and testimonials.....p6
- Health-2-Market other news.....p7
- News from other projects.....p8

## HEALTH-2-MARKET

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015

### At a glance

Researchers from the Health/life sciences field often bring about very interesting and important research results that could have high value for the population and users. However, the economic exploitation of research results in the Health/Life science field is still rather scarce and often these results do not reach the market.

Why? Researchers, even if highly interested in exploitation aspects, may lack some important skills in entrepreneurship topics. This is where **Health-2-Market** can help!

The **Health-2-Market** project is a 3 year long Coordination and Support Action, funded by the European Commission under the Health theme of the 7th Framework Programme, aiming to enrich the entrepreneurial mindset of the Health/life science researchers in Europe. **Health-2-Market's** objective is to provide the researchers with the necessary knowledge and skills to enhance their entrepreneurship competences. Our team proposes a set of high-level services, all of them free of charge for the health researchers: they include 1-2 days training seminars, weekly academies for those who are ready to make the important move towards the market, free e-learning courses and personalized coaching, for selected promising cases.

The services are offered by a pool of experienced internal and external specialists coming from leading European academic institutions and private organisations.



*Business opportunities  
are right here.*

If you are a Health/life science researcher interested in commercial exploitation, express your interest now and take advantage of the Health2Market trainings and personalized coaching for a successful commercial exploitation of products and services in the health field!

All rights reserved @ Health-2-Market project



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S SEVENTH FRAMEWORK PROGRAMME FOR RESEARCH, TECHNOLOGICAL DEVELOPMENT AND DEMONSTRATION UNDER GRANT AGREEMENT NO 305532

#### PROJECT PARTNERS

##### COORDINATOR



INNO AG

##### PARTNERS





**HEALTH-2-MARKET**

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015

**What's coming next****Health-2-Market training events calendar**

| EVENT  | DATES        | HOSTED BY   |
|--|--------------|---|
| <b>SEMINAR</b><br>Cutting Edge Decision Making Tools for Entrepreneurs<br>REGISTRATION OPEN                    | 2/3/2015     | IE Business School- IE University<br>Madrid Campus, Spain   |
| <b>ACADEMY</b><br>Intellectual Property, Ethics & the Utilization<br>of Academic Research<br>REGISTRATION OPEN | 9-13/3/2015  | University of Gothenburg<br>Gothenburg, Sweden  |
| <b>SEMINAR</b><br>Marketing of Innovative Products in Health/Life Sciences                                     | 2/4/2015     | Hellenic Pasteur Institute<br>Athens, Greece<br>(organized by Q-PLAN International)   |
| <b>ACADEMY</b><br>New Venture Creation & Marketing   | 20-24/4/2015 | IE Business School- IE University<br>Madrid Campus, Spain   |
| <b>SEMINAR</b><br>Essentials of Negotiation Behavior   | 23-24/4/2015 | Sophia- Antipolis or Paris, France<br>More information about place, agenda and<br>registration soon on <a href="http://www.health2market.eu">www.health2market.eu</a> . |
| <b>ACADEMY</b><br>Entrepreneurship & Business Planning   | 1-5/6/2015   | Rome, Italy<br>More information about venue soon on<br><a href="http://www.health2market.eu">www.health2market.eu</a>   |
| <b>SEMINAR</b><br>Marketing of Innovation & Effectual Entrepreneurship   | May 2015     | Florence, Italy<br>More information on date and venue soon on<br><a href="http://www.health2market.eu">www.health2market.eu</a> .                                       |
| <b>CONFERENCE</b><br>Final event of Health-2-Market  | June 2015    | Brussels, Belgium<br>More information on date and venue soon on<br><a href="http://www.health2market.eu">www.health2market.eu</a> .                                     |

MORE SEMINARS COMING UP SOON! STAY INFORMED ON [www.health2market.eu](http://www.health2market.eu)

▶ All trainings are offered free of charge. Travel and accommodation costs are not covered.

▶ As the number of participants is limited, online pre-registration is mandatory.

**HEALTH-2-MARKET**

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015

## Health-2-Market advanced commercialization services for health researchers

### THE ALTERNIITY CASE



*Dr. Ioannis Tarnanas, founder and Managing Director of Alterniity GmbH, shares with us his experience from collaboration with our team under the advanced consultation services action offered by Health-2-Market*

*a) Could you explain what the Alterniity solution is all about and how it works?*

Alterniity suite of products has collected 12 years of neuropsychological, neurophysiological, neuroimaging and behavioral data by means of a virtual reality serious game, in order to model the profile of the patients who will progress to dementia within the next 2-4 years. We found that the prediction based on the performance at the virtual reality based computerized assessment instrument is comparable to that of more established and widely accepted biomarkers, such as ERP and MRI. This can be explained by the cognitive fidelity and richness of behavioral data collected with virtual reality based measures, which directly reflect neurocognitive processes affected at a very early stage.

*b) What was the driving force behind dedicating 12 years of your life in researching on how to support elderly people with dementia? Why is Dementia such an important social challenge for current and future societies?*

There is a growing interest in the use of computerized behavioural data screening and prevention technologies, such as digital apps and serious games as an early screening as well as a valid and reliable prevention of cognitive decline in elderly persons. If virtual reality based computerized tools are to be widely recognized as an early screening tool for early dementia, there needed to be more longitudinal clinical trials and correlations with more biomarkers, such as cerebrospinal fluid (CSF). Such effort enables clinicians to better clinically validate our cut-off scores.

*c) How did you decide to take the step from research to entrepreneurship and create Alterniity? What is your personal motivation and ambition behind it?*

The research so far was partially funded by European projects, such as PharmaCog (Prediction of Cognitive Properties of New Drug Candidates for Neurodegenerative Diseases in Early Clinical Development) and Long-Lasting Memories 2010-2013. Both projects were started in 2010, and were a partnership of 32 academic and industry actors from seven countries and one of the most ambitious European projects for tackling bottlenecks in Alzheimer's disease research and drug discovery. Based on those project results, we realized that serious gaming shows great promise as a novel computerized assessment of cognition and could assist Alzheimer's disease research and drug discovery by creating early screening behavioural profiles for Alzheimer disease using low cost, internet delivered and non-invasive out-of-the box technologies. This was our motivation to become entrepreneurs.

*d) Which were the main difficulties you had to face? Is it just about learning a new world or is it more about changing your mentality from researcher to entrepreneur?*

Both fields, such as research and entrepreneurship have similar requirements, such as scientific proof and quality of the final outcomes or products. However, the main difficulty we had to face is that the academic environment can sometimes afford to run at slower speeds than the business one. Adapting our speed in order to be competitive is a challenge we still face today.





**HEALTH-2-MARKET**

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015

## Health-2-Market advanced consultation services for health researchers

### THE ALTERNIITY CASE

*e) How did the Health-2-Market project help you towards Alterniity? How did the cooperation start, what did Alterniity need in particular at the time and how did Health-2-Market finally manage to respond to your needs?*

We needed a business plan and Health-2-Market provided exactly that but also valuable mentorship for our next step business analyses and strategy.

*f) Can you give us a deeper insight into your cooperation with Health-2-Market experts (White Research SPRL)? Did you find it smooth and easy? Were they prepared and open to understand your (the researcher's) point of view or were there any major problems caused by different mentalities?*

They were extremely knowledgeable and helpful with regards to the special requirements of the health market. Our cooperation was extremely easy.

*g) What did you appreciate most in this interaction? The exchange of knowledge, the exchange of ideas, the in-depth discussions, the assessment of the different options and strategies etc.? Did Health-2-Market ultimately help you shape a better commercialization strategy for your start-up company?*

The commercialization strategy is still on-going, but Health-2-Market provided a very good basis for further analysis.

*h) What are the future plans of Alterniity for the next 2-3 years and how do you envision your company in 10 years from today?*

10 years from now is difficult to imagine. However, 2-3 years from now we envision a solid user-base and a growing social impact of our solution at least at the European market.

*i) Last but not least, would you advise other health researchers to take advantage of the Health-2-Market offered services? Do you think that initiatives of this kind should be further developed at a European level?*

Yes, we strongly advise more health researchers to look into the European level tools and activities such as Health-2-Market. Apart from the obvious benefit of market exploitation, such synergies provide a fertile environment for growth and business opportunities not available at the academic environment. We could strongly encourage more such actions.

*Health-2-Market offers free-of-charge specific and individual tailored advanced services to support your project or idea's commercialization.*

*By design, the services cover different phases in the valorization process- a suitable service exists for any project in any stage of its process. From "application mapping" to "access to finance", the Health-2-Market expert team offers these free services to a number of selected promising cases!*

Open to any EU-based researcher or entrepreneur for applications!

Until February 15<sup>th</sup> 2015, on [www.health-market.eu](http://www.health-market.eu)

**HEALTH-2-MARKET**

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015



## Health-2-Market services: Facts & Figures (September 2012- December 2014) & Testimonials

- ✓ **7 training seminars, 1 webinar**
- ✓ **8 advanced commercialization services completed for selected research projects**
- ✓ **Training activities in 8 European countries**  
Sweden, Spain, Greece, France, Germany, Cyprus, Italy, Hungary
- ✓ **4 training topics**
  - Intellectual Property Management and Open Innovation in Universities
  - Cutting Edge Decision Making Tools for Entrepreneurs
  - Marketing of Innovation & Effectual Entrepreneurship in Health Sciences
  - Marketing of Innovative Products in Health/ Life Sciences
- ✓ **312 Participants in seminars, academies and advanced services**

*"Health-2-Market provided us with advanced services specifically tailored to our needs and delivered by highly qualified professionals. This kind of services are of paramount importance for strategic planning, especially for research-driven SMEs, and results were instrumental in planning our next strategic steps".*

*"The Health-2-Market advanced services were really helpful and we would encourage every researcher to use them"*

*"I have now more knowledge on what information could be found in patent databases".*

*"We thank you for this precious help. The analysis is a very informative report"*

### “ Testimonials ”

*"The seminar was very helpful, very well organized, in terms of providing information on how to transition from being a physician to building institutions that may be marketable".*

*"The seminar addressed and helped me in a lot of issues. And I met a lot of interesting people. I liked the overall spirit during the training".*

*"After the two-day Health-2-Market seminar, I know how I can offer my invention and to who I can offer it. This is a very important starting point to build a well-defined business model and plan because I'm well focused".*

*"The current case studies examples were really useful and practical as well as the basic principles of management. "*

*"The training was the chance to seriously confront our project with the reality of business. Very often we forget to ask ourselves the essential questions regarding business development. Or maybe we don't really want to face the reality. By focusing on the necessity to be "customer oriented", it reminded us all the business development basis: what is my value proposition, what are my clients, how I can catch them etc. Also, I really appreciated to follow other projects during this week because we shared experiences and learned from each others, from our mistakes and from our point of view. In conclusion, I'd say that the Health-2-Market training was a great opportunity to step back and redirect our project on the right way to avoid a crash"*

*"During the Academy I presented my scientific project and discovered multiple aspects regarding the valorization of a product. I was able to develop a mini business plan and to learn what entitles a market study. Such an introduction into the entrepreneurship world was very exciting for me and encouraged me greatly to further develop the application of my project. After the course, I benefited from a free market study for my product through follow-up in the Health-2-Market Advanced Services offer. This study showed me that the market for my product is growing rapidly which encouraged me and my partner to pursue our efforts with our product. I would recommend that many more research scientists from academia benefit from such courses!"*

More testimonials on:

[www.health-market.eu](http://www.health-market.eu)



## HEALTH-2-MARKET

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015



### Health-2-Market “Ask the expert” service

The **Health-2-Market** team has developed a powerful online tool to provide additional professional support to health researchers: The “Ask the expert” service, powered by the experts of **Health-2-Market** consortium, that offers tailored helpdesk support related to entrepreneurship, business development and intellectual property management issues.

This service is free of charge for all interested. Via the online contact form you can submit your question and receive the best answer by the right expert on the following fields of expertise: Business Management, Intellectual Property, Marketing, Business Planning, New Venture Creation, Entrepreneurship, Ethics, Fundraising.

If you are interested in receiving a unique interactive training from the professionals of the **Health2Market** consortium, please visit our website and sign up for our Ask the expert service.

### Health-2-Market e-learning

**Brand new features have been added to our e-learning platform**

The **Health-2-Market** e-learning has been developed to boost the entrepreneurial skills of health and life sciences researchers. The e-learning offers an interactive learning environment for interested participants in starting their own business. The e-learning can be used as a standalone course or as a supplementary training to the face-to-face events.

Since its launch in September 2013, the **Health-2-Market** e-learning service has attracted more than 800 participants. Our service is not only a traditional e-learning.



Take a look at our e-training courses on Entrepreneurship & Business Planning, Business Ventures & Marketing and Intellectual Property & Ethics. They now feature “self assessment quizzes” for all sections, which will help you monitor your learning progress! You may also start discussions with other users, ask questions and share relevant links on the “Forum”. By using the “Classmate” function, the participants can contact each other and discuss common issues, questions etc.

In addition to the presentations of the three courses, several “Case studies” have been uploaded recently. The case studies, presenting real life case examples will help the participants applying the knowledge gained from the e-learning presentations.

Also, new chapters of the Intellectual Property & Ethics course will be available soon: click [here](#) and start improving your knowledge!

**HEALTH-2-MARKET**

NEWSLETTER: FOURTH ISSUE, FEBRUARY 2015

**NEWS FROM OTHER PROJECTS****ENTENTE project- New video interviews and news on the final event**

The ENTENTE- Life Sciences Investment Forum took place on October 9<sup>th</sup> 2014 in Brussels, Belgium. The event gathered 28 European early stage innovative companies, selected from a pool of around 100 companies, active in the health sector and seeking investment opportunities and international exposure. The selected companies pitched their innovation, development and needs in front of an international jury consisting of around 50 venture capitalists, corporate investors, business angels and other industry experts. We collected opinions and testimonials from EU policy makers, VCs and SMEs. See more at:

The 9<sup>th</sup> Annual TTS Europe this year features with the ENTENTE Final Conference!

- [What role does the EU play in funding innovative research?](#)
- [How do venture capitalists make investment choices?](#)
- [What main challenges do founders of a startup company face?](#)

**“euMatch” - the EU health-related research partnering platform extends to IMI and ERANET Co-fund initiatives.**

Accessible through the Fit for Health 2.0 initiative, the euMatch partner search platform is developed for helping organisations and companies to find partners in view of a participation in health –related EU funded projects. Based on current calls in different Horizon 2020 programmes, registrants can find partners and promote their expertise, while the system suggests potential complementarity based on current open topics and allows taking contact with project initiators on a confidential basis.

The partners search was initially oriented towards H2020 calls only. Recent official collaboration with other European funding agencies led to extend the scope of the euMatch partnering platform to the last IMI Calls 3 and 4 and ERANET Co-fund schemes like JNDP calls for global research on neurodegenerative diseases. This useful extension of opportunities allows companies and researchers accessing more than 2.000 profiles or projects and selecting the most appropriate financing schemes for research and technological development in healthcare in Europe. The Fit for Health 2.0 partnering platform “euMatch” is developed by [eurotop.be](http://eurotop.be) (an SME specialised in project management and communication) and is free of charge as one of the professional services provided to SMEs and research organisations by the Fit for Health 2.0 initiative ([www.fitforhealth.eu](http://www.fitforhealth.eu)). The latest version was released in January 2015.

Register now your expertise profile at <http://mm.fitforhealth.eu/>  
Info and contact: Dr Jacques Viseur - [jviseur@eurotop.be](mailto:jviseur@eurotop.be)

**FI-STAR community- New challenges on the platform**

The [FI-STAR Community](#) (part of the EC funded FI-PPP program) offers healthcare providers and innovators an online platform to communicate, exchange knowledge, showcase solutions and solve challenges related to productivity and quality-of-care in the European healthcare sector. For the healthcare providers, the platform offers a possibility to publish Challenges to be solved by innovative solutions showcased by healthcare innovators.

The first challenges have successfully ran on the platform. The eight Challenges, covering a variety of healthcare-related problems from the need for voice recognition tools for radiology departments to reducing waiting times in hospitals, are now closed for submissions. The submitted solutions will be presented to the Challenge Owners compiled into the FI-STAR Community Catalogue of Solutions.

Currently, two Challenges are open for submissions on the platform:

- [“How can we promote early screening for prevention?”](#) by Klaster LifeScience Krakow
- [“How can we better educate patients?”](#) by Klinikum Rechts der Isar

Both Challenges close for submissions on 01 February 2015, 23:59 UTC.

Shortly, the FI-STAR Community platform will be undergoing a major change, as a new site is under development that will replace its current look. The new site will offer improved functionality and new features and is soon to be unveiled.



## 2.5. Newsletter issue No 5, June 2015

### HEALTH-2-MARKET

NEWSLETTER: FIFTH ISSUE, JUNE 2015



## Welcome

Dear reader,

A warm welcome to the fifth newsletter of the **Health-2-Market** project.

As the project approaches its end by next September, the previous months have been very busy for us, with the last **Health-2-Market** academies and seminars organized all around Europe for more than 500 highly motivated health/science researchers and entrepreneurs who participated.

In the final three months of the project, three seminars will be organized in Portugal, Romania and Italy and the **Health-2-Market** final conference "[Tools to valorize research: 1 day to follow the road from research to market](#)" will be held on **July 1<sup>st</sup>** in **Brussels**, a unique opportunity to share good practices and experience gained during the project on how to bring research to market step by step.

For researchers and professionals wishing to uncover the route to commercialization of results, three additional valuable tools are being prepared by the **Health-2-Market** team and will be available soon and free of charge: a) a **MOOC on "Roadmap to Entrepreneurial Mindset and Toolkit"**, available on Udemy, b) the **Health-2-Market mobile application** for smartphones and c) "**How to do" guide and good practices** to support researchers and entrepreneurs for Horizon 2020.

Read on to find out more.



Svetlana Klessova  
Project Coordinator, *inno*,  
S.Klessova@inno-group.com

### CONTENTS

- What's coming next.....p2
- Health-2-Market at a glance.....p2
- Health-2-Market final conference.....p3
- Health-2-Market soon on your smartphone.....p4
- Health-2-Market MOOC.....p4
- Health-2-Market "How-to" guide and good practices.....p5
- News from other projects.....p5

**HEALTH-2-MARKET**

NEWSLETTER: FIFTH ISSUE, JUNE 2015

**What's coming next****Health-2-Market training events calendar**

| EVENT  | DATES                                      | VENUE   |
|--|--|---|
| <b>FINAL CONFERENCE</b><br><a href="#">Tools to valorize research: 1 day to follow the road from research to market</a>          | 1 <sup>st</sup> July 2015                  | <i>The Hotel<br/>Brussels, Belgium</i>          |
| <b>SEMINAR</b><br><a href="#">Marketing of Innovation and Effectual Entrepreneurship in Health Sciences</a><br>REGISTRATION OPEN | 8 <sup>th</sup> -9 <sup>th</sup> July 2015 | <i>Hotel Domus Nova Bethlem<br/>Rome, Italy</i> |

**Health-2-Market at a glance**

Researchers from the Health/life sciences field often bring about very interesting and important research results that could have high value for the population and users. However, the economic exploitation of research results in the Health/Life science field is still rather scarce and often these results do not reach the market.

Why? Researchers, even if highly interested in exploitation aspects, may lack some important skills in entrepreneurship topics. This is where **Health-2-Market** can help!

The **Health-2-Market** project is a 3 year long Coordination and Support Action, funded by the European Commission under the Health theme of the 7th Framework Programme, aiming to enrich the entrepreneurial mindset of the Health/life science researchers in Europe. **Health-2-Market's** objective is to provide the researchers with the necessary knowledge and skills to enhance their entrepreneurship competences. Our team proposes a set of high-level services, all of them free of charge for the health researchers: they include 1-2 days training seminars, weekly academies for those who are ready to make the important move towards the market, free e-learning courses and personalized coaching, for selected promising cases.

The services are offered by a pool of experienced internal and external specialists coming from leading European academic institutions and private organisations.

All events are offered free of charge. Travel and accommodation costs are not covered.

As the number of participants is limited, online pre-registration is mandatory.

**PROJECT PARTNERS****COORDINATOR**

INNO AG

**PARTNERS**

All rights reserved @ Health-2-Market project

THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S SEVENTH FRAMEWORK PROGRAMME FOR RESEARCH, TECHNOLOGICAL DEVELOPMENT AND DEMONSTRATION UNDER GRANT AGREEMENT NO 305532



## HEALTH-2-MARKET

NEWSLETTER: FIFTH ISSUE, JUNE 2015

### Health-2-Market Final Conference:

**Tools to valorize research- 1 day to follow the road from research to market**

➔ *The Health-2-Market Final Conference will be held on Wednesday, July 1<sup>st</sup> 2015, at the Hotel, in Brussels, Belgium, from 9h00-18h30. Participation is free of charge, with mandatory pre-registration. Registration is validated by e-mail within 72 hours by the organizer.*

A full day, marketed-oriented event on strategies to valorize your research outcomes where technology transfer specialists, innovative entrepreneurs, big pharma executives', start-ups advisors and investors will guide you along the road from research to market through three thematic "pit stops":

- Intellectual Property Rights
- Entrepreneurship & Business Planning
- Marketing

Additionally, the event offers you a unique opportunity for networking and sharing good practices and experiences as you can register for an face-to-face "Ask the experts" session with recognised specialists for on-site –and after the event in selected cases- advice and consultation on popular questions such as:

- What to do with my research results? How to protect them?
- What are the best roads for commercial exploitation adapted for my project?
- Which is my market? How can I convince investors?
- How can I approach potential customers? What do big companies want? etc.

*Do not miss this key opportunity to share experience, benefit from best practices and engage with peers and investors in face-to-face.*

For agenda and more info, visit <http://www.health2market.eu>

**Health 2 Market**  
FROM HEALTH RESEARCH TO BUSINESS

**TOOLS TO SUPPORT RESEARCHERS & ENTREPRENEURS IN INNOVATION & ENTREPRENEURSHIP**

- MOOC "Roadmap to Entrepreneurial Mindset & Toolkit" (Udemy)
- How-to guidebook on Innovation strategy in R&D projects
- Annotated templates on how to address innovation in Research & Innovation Actions and Innovation Actions in Horizon 2020
- E-Learning platform on IPR, entrepreneurship & marketing
- H2M mobile application available on Google play and App Store

CHECK THEM OUT & MUCH MORE [www.health2market.eu](http://www.health2market.eu)

COORDINATOR PARTNERS

INNO AG, Q-PLAN, WhiteResearch, EM, EUROPEAN MODEL, INNO TIER

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement No 305532

## HEALTH-2-MARKET

NEWSLETTER: FIFTH ISSUE, JUNE 2015



## Health-2-Market soon on your smartphone

Health-2-Market is proud to announce that we are working to bring the project's results and training courses on your Smartphones – both IOS and Android – through a **forthcoming free of charge application**. You will be able to download this app and easily navigate through five tabs to find out more about news and events in the health business field, as well as read all documents uploaded on the website, including the project's main results, visually presented through graphs and statistics. You will also be able to take our e-learning courses wherever you are, whenever you prefer, with the same quality as on the website! To learn more about the Health-2-Market project, consortium, scope and objectives, simply click on the "About" tab or on the link to the website.

The app will be available for download starting from early July – we hope you will give it a try and find it useful!

## Health-2-Market MOOC Roadmap to Entrepreneurial Mindset & Toolkit

In the aim of disseminating the educational and training benefits of the **Entrepreneurship and Business Planning Venture Academy** (hosted by [SKEMA Business School](#)), a **MOOC (massive open online course)** was developed that reflects the combination of both the Venture Academy curricula and the Health-2-Market e-learning offer. Although the course has been developed with a health sciences focus, it is open to any researcher, coach and professional interested in grasping a better understanding of business opportunity development in the life sciences environment. The course provides an integrated and systemic toolkit, that **SKEMA Business School** has tested on many projects over the past 15 years in postgraduate and executive programs, which includes:

- Building the scope of the project with ISMA 360
- Designing the business model
- The business plan
- Working out your financial objectives
- Checking your business plan for the pitch

In order to deliver this toolkit in the best way possible, the **MOOC on "Roadmap to Entrepreneurial Mindset and Toolkit"** consists of several hours of video and supporting slides that allow the virtual student to gain valuable knowledge. Additionally, each video is followed by a set of questions allowing the students to test their competences and finally evaluate (self-assessment) whether they are ready to pitch their idea to investors.



**HEALTH-2-MARKET**

NEWSLETTER: FIFTH ISSUE, JUNE 2015

**Health-2-Market “How-to” guide and good practices****Support to researchers and entrepreneurs for Horizon 2020**

Two digital guides focused on innovation dimension in Horizon 2020 and exploitation of R&D results will be released in summer 2015 and will be available free of charge on [www.health2market.eu](http://www.health2market.eu) and Health-2-Market mobile application.

- **Innovation dimension in Horizon 2020 proposals: Set of good practices to understand and write innovation related issues**

This guide gives hands-on advice on how to adapt a Business Model to an Horizon 2020 proposal, taking as a basis the standard application template of the European Commission of Research and Innovation Actions. With comments from innovation experts and R&D exploitation specialists, the guide specifically focuses on sections in which business aspects should be explained in more details.

- **Innovation strategy in RE&D projects: “How-to” guide**

A practical guide, with real life examples that explains why and when the innovation strategy is required in R&D projects, how it should be developed and implemented and which questions should be answered. The guide is relevant to R&D practitioners working either on collaborative R&D projects or on company internal projects, and aiming to bring research results to market.

**NEWS FROM OTHER PROJECTS**

The ENTENTE Advisory Board met on 27th April 2015 in Barcelona on the occasion of the ENTENTE Final conference held in line with the TTS Europe Summit. This Advisory Board meeting brought together some 30 experts drawn from 18 Technology Transfer Offices (TTOs) and 14 Health Industry players to discuss and agree on the major drivers and bottlenecks within the knowledge transfer process in Europe in the field of Health.

The outcome of these discussions, which have been on-going within the ENTENTE community since project launch back in 2012 and has now grown to over 1000 members, will be formalized in a White paper laying down key recommendations as to how all actors in the field can contribute to facilitating and accelerating the TT process for the benefit of the patient and society at large. This White paper will be communicated to key EU policy actors as well as the TTO community at large in the coming months and will be made available on <http://www.entente-health.eu>.

*We look forward to sharing this key document with the Health-2-Market community!*



**Soon from Fit for Health- Save the dates!**

- **September 17<sup>th</sup>, Brussels:** Partnering event for the upcoming H2020 Call for Health, Demographic Change and Wellbeing, connected to the Open Info Day
- **November 17<sup>th</sup>-18<sup>th</sup>, Düsseldorf:** A joint partnering event with the [European Enterprise Network](#) at the occasion of [MEDICA](#), focusing on exploitation of research results.
- **October 8<sup>th</sup>-9<sup>th</sup>, Copenhagen:** Dedicated training for high-tech SMEs with the focus on strategy development

More info soon on <http://www.fitforhealth.eu/>

## 2.6. Newsletter issue No 6, September 2015

### HEALTH-2-MARKET

NEWSLETTER: SIXTH ISSUE, SEPTEMBER 2015



## Welcome...and farewell

Dear reader,

A warm welcome to the last e-newsletter of Health-2-Market project, that ended on August 31<sup>st</sup>.

The project started in September 2012, with the goal to help health and life science researchers across Europe, from both the public and private sector, to develop and reinforce an entrepreneurial mindset and to enhance the commercial exploitation of their research results.

We began collecting information from the researchers and asked them a lot of questions. What are the relevant knowledge and skills you have? What do you expect to learn from successful entrepreneurs and experts? What barriers do you perceive and what are your ideas to overcome them? The demand for this training was high and we rapidly collected a wealth of information: 637 European specialists answered our survey, 26 of them were additionally interviewed, two round tables were organized with researchers, entrepreneurs, technology transfer and IP experts.

Based on the outcomes of this training needs analysis, we developed a training concept designed to meet the needs of researchers, including **7 week long "boot camps"**, **17 shorter regional seminars**, **e-learning courses in three thematic areas**, **case studies** and hands-on **individual consultancy to 20 promising projects**. Furthermore, based on Health-2-Market Venture Academy on Entrepreneurship and Business Planning training material, a **MOOC** was developed, available on **Udemy**. Finally, a **free downloadable step-by-step guide** on innovation strategy in R&D projects plus annotated templates for Horizon 2020 proposals were developed with the contribution of 18 experts from all Europe, that both will be available online by the end of September. All results were presented in our **final conference**, that took place in Brussels on July 1<sup>st</sup> 2015 with 89 participants and very positive feedback. You can read about all these in more details in the following pages.

A substantial support at all project stages was obtained from **Antoine Mialhe**, our **Project Officer**, Health Directorate, the European Commission, and we are very grateful for it. Our training events and services, spread over three years, provided an opportunity for more than 600 researchers and future entrepreneurs to learn from experienced trainers, discuss with innovation management leaders, share ideas, delivery plans, and address concerns through peer to peer discussions.

*We wish you a lot of success in your endeavours and hope to meet you again soon in another project!*



Svetlana Klessova, *Project Coordinator*, inno,  
S.Klassova@inno-group.com

### CONTENTS

- Health-2-Market final conference .....p2
- Health-2-Market results at a glance.....p3
- Health-2-Market trainings.....p3
- Health-2-Market e-learning courses.....p3
- Health-2-Market advanced services.....p3
- MOOC on "Roadmap to Entrepreneurial Mindset and Toolkit" on Udemy.....p4
- Support tools for Horizon 2020 and beyond.....p5
- Analysis of health researchers training needs.....p6
- Other news.....p7



## HEALTH-2-MARKET

NEWSLETTER: SIXTH ISSUE, SEPTEMBER 2015

### Health-2-Market Final Conference:

**Tools to valorize research- 1 day to follow the road from research to market**

➔ *The Health-2-Market Final Conference was held on Wednesday, July 1<sup>st</sup> 2015, at the Hotel, in Brussels, Belgium, from 9h00-18h30. The event gathered 89 participants*

The full day, marketed-oriented event had the purpose to present, discuss and share *good practices and experience* on how to exploit R&D results and bring research to the market. Project partners, as well as Policy makers, Health specialists from public and private sector, and innovation support organizations highlighted through three different sessions – *IPR, Entrepreneurship and business planning, Marketing in Health/Life Sciences* -, the crucial elements to be taken into account during this process. In addition, the *outcomes* and *tools* of the Health-2-Market Project were outlined by the project partners (Annotated templates for Horizon 2020 proposals, Health-2-Market smartphone application, How-to-do guidebook on innovation strategy in R&D projects).

The opening was held by **Jeremy Bray**, Policy Advisor, Health Directorate, DG Research and Innovation, European Commission and **Svetlana Klessova**, Health-2-Market Coordinator and Director of inno TSD France. They jointly and commonly stressed out the importance of initiatives as Health-2-Market that bring the gap between research and market, cultivating an entrepreneurial mentality to health/life sciences researchers and that support European competitiveness and productivity within the health sector.

The first part of the conference was structured in three sessions. In the first session, **Intellectual Property Rights**, project partners and speakers analysed in details how academic research can be developed into marketable products assuring IP protection while in the second session, **Entrepreneurship and business planning**, the entrepreneurial mind set was considered and experiences of start-up and Health-2-Market beneficiaries shared.



The last session, **Marketing in Health/Life sciences**, stressed out the importance of developing and implementing a marketing strategy in order to have access to the market. The vivid discussions were enriched by short presentations of some of the invited speakers (**David Pardoe**, MRC; **Christian Suojanen**, TTS Global Initiative; **Claire Bastien**, IE Business School) presenting their experiences in relation to these topics and also with an active participation from the audience.

The second part of the conference, particularly appreciated by participants, consisted in the speed meeting *“Ask the experts”* session in which B2B were scheduled - 20 experts covered 11 topics of expertise requested by the participants, such as IP strategy, licensing, marketing strategy, Horizon 2020 participation and others.

The great feedback from the discussions and the enthusiastic and committed reactions of the audience demonstrated the great interest for the Health-2-Market Initiative and the potential and need for further initiatives in projects related to health research.

*For material and presentations, please visit <http://www.health2market.eu/conference/1/presentations>*

## HEALTH-2-MARKET

NEWSLETTER: SIXTH ISSUE, SEPTEMBER 2015

### Health-2-Market results at a glance

Health-2-Market is a 3-year long Coordination and Support Action, funded by the Seventh Framework Programme of the European Commission (Grant Agreement No 305532), aimed at providing training and individual support to health and life science researchers in the process of transforming their research results into successful new business ideas. The duration of the project was 36 months (September 2012 – August 2015).

A portfolio of high-level services, training actions and tools were designed and offered free of charge, escalating to address the needs of all potential target groups (health/life science researchers, European health research institutes, Technology Transfer Organizations, EU health-related companies and entrepreneurs, health/life sciences European networks, NCPs etc). A brief description of Health-2-Market services and assets developed during the project is presented below:

#### ➤ Health-2-Market trainings - 17 Seminars and 7 academies free of charge for more than 600 participants

From October 2013 to July 2015, two types of trainings were offered free of charge by Health-2-Market: **Weeklong highly intensive international business academies** and **1-2 days regional training seminars** to highly motivated health/life sciences researchers, entrepreneurs and technology transfer professionals on various topics. Several seminars were co-organized with or hosted by external partners such as higher education and research institutions, technology transfer structures and private companies in the field of health/life sciences, without extra fee-payment.

All events, e-learning courses and advanced commercialization services were offered free of charge.

For more info, statistics and testimonials, please visit <http://health2market.eu/results>.

#### H2M seminars at a glance

##### 17 seminars (including 1 webinar)

##### 511 Participants

##### 11 European cities

Stockholm (SE), Madrid (ES), Sophia-Antipolis (FR), Thessaloniki (GR), Berlin (DE), Budapest (HU), Nicosia (CY), Naples (IT), Athens (GR), Gothenburg (SE), New Castle (UK), Braga (PT), Craiova (RO), Lisbon (PT), Rome (IT)

##### 8 training topics

- Marketing of innovation & effectual partnership
- Introduction to knowledge-based business
- Intellectual asset management and knowledge-based business strategy
- Intellectual property management and open Innovation in Health/Life sciences
- Cutting edge decision making tools for entrepreneurs
- Identifying and evaluating entrepreneurial opportunities
- Marketing of innovative products in health/life sciences
- The access to risk finance under the European funding programmes

##### 8 co-organizers/hosts

- Bayer HealthCare Pharmaceuticals (DE)
- Cyprus Institute of Neurology and Genetics (CY)
- National Cancer Institute Fondazione G. Pascale (IT)
- Hellenic Pasteur Institute (GR)
- RTC North (UK)
- Creating Health- Research and Innovation funding, Institute of Health Sciences of the Universidade Catolica Portuguesa (PT)
- Startup Braga (PT)
- University of Craiova, Faculty of Physical Education and Sport, Kinetotherapy and Sport Medicine Department (Kinetotherapy - Medicina Sportiva) (RO)

#### H2M academies at a glance

##### 7 Academies

##### 132 Participants

##### 4 European cities

Sophia-Antipolis (FR), Gothenburg (SE), Madrid (ES), Rome (IT)

##### 3 training topics

- Intellectual property, ethics and the utilization of academic research in health/life sciences
- New venture creation and marketing in health/life sciences
- Entrepreneurship and business planning in health/life sciences





## HEALTH-2-MARKET

NEWSLETTER: SIXTH ISSUE, SEPTEMBER 2015

### Health-2-Market results at a glance

#### ➤ Health-2-Market e-learning courses on “bringing research to market”

A valuable e-training web-platform was developed during the project and it is available free of charge on <http://elearning.health2market.eu/>, providing knowledge on a broad range of topics revolving around three thematic areas. E-learning courses constitute a valuable tool for researchers, aspiring entrepreneurs and start ups in the field of health/life sciences and an educational opportunity for technology transfer officers, incubators staff etc. Up to now, more than 400 active users benefit from Health-2-Market e-learning courses. E-learning courses are also accessible on smartphones –both IOS and Android- through the free of charge mobile Health-2-Market application, available on Googleplay and Applestore.



#### ➤ Health-2-Market advanced services- Individually tailored commercialization services

A significant offer of Health-2-Market was the provision of **twenty free of charge, advanced, individually tailored commercialization services** to selected health research projects to help researchers move their cases and ideas a concrete step further towards successful commercialisation. Eight different services were offered, designed such as to cover all possible different phases in the process of commercialization of a research project.

#### ➤ MOOC on “Roadmap to Entrepreneurial Mindset and Toolkit”, available on [Udemy](https://www.udemy.com/)

In the aim of disseminating the educational and training benefits of the **Entrepreneurship and Business Planning Venture Academy** (hosted by [SKEMA Business School](https://www.skema.com/)), a **MOOC (massive open online course)** was developed that reflects the combination of both the Venture Academy curricula and the Health-2-Market e-learning offer. Although the course has been developed with a health sciences focus, it is open to any researcher, coach and professional interested in grasping a better understanding of business opportunity development in the life sciences environment. The course provides an integrated and systemic toolkit, that **SKEMA Business School** has tested on many projects over the past 15 years in postgraduate and executive programs, which includes:

- Building the scope of the project with ISMA 360
- Designing the business model
- The business plan
- Working out your financial objectives
- Checking your business plan for the pitch

In order to deliver this toolkit in the best way possible, the MOOC on “Roadmap to Entrepreneurial Mindset and Toolkit” consists of several hours of video and supporting slides that allow the virtual student to gain valuable knowledge. Additionally, each video is followed by a set of questions allowing the students to test their competences and finally evaluate (self-assessment) whether they are ready to pitch their idea to investors.

The MOOC is available for free on [Udemy](https://www.udemy.com/), with more than 1100 students already enrolled.

➡ For more info, statistics and testimonials, please visit <http://www.health2market.eu/results>

## HEALTH-2-MARKET

NEWSLETTER: SIXTH ISSUE, SEPTEMBER 2015

### Health-2-Market results at a glance

➤ Support tools for researchers and entrepreneurs for Horizon 2020 and beyond

Two practical guides will be downloadable by the end of September 2015 on <http://www.health2market.eu> and Health-2-Market mobile application: The “How to do” guide on Innovation strategy in R&D projects and “ARIA-Horizon 2020 Annotated Research and Innovation actions Templates”

The need for such a step-by-step “How to do” guidebook was expressed by the participants of Health-2-Market activities, as it is not enough to start thinking about innovation strategy and exploitation roots at the end of an R&D project, in fact the process should be understood from the early stage of work. With the contribution of 18 project experts from all over Europe, the Health-2-Market team designed the “How to do” guidebook to explain why and when the innovation strategy is required in R&D projects, and how it should be developed and implemented. The “How to do” guidebook consists of five independent chapters:

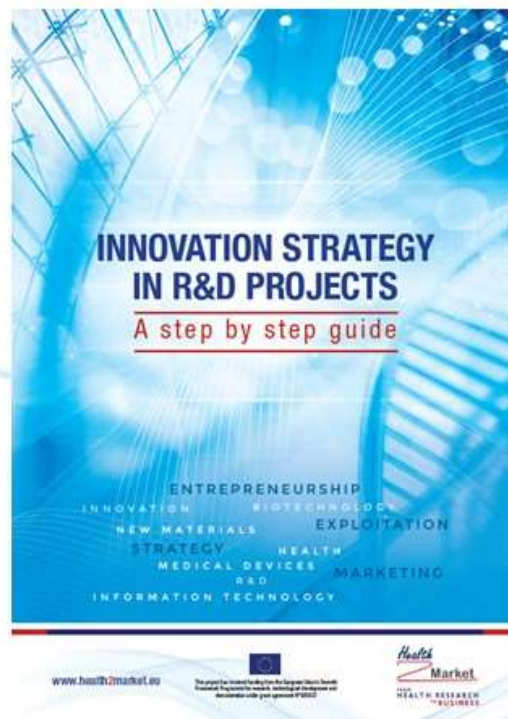
- Key aspects of innovation strategy
- Innovation strategy preparation
- Innovation strategy implementation: Step by step “how to do” guide (Commercialization routes and business models, Intellectual Assets and Intellectual Property, Business Plan, Marketing Strategy, Financing, EU legislation, standardization and certification issues)
- Innovation strategy follow up and evaluation

Concrete, real life examples are provided to illustrate each topic, along with most FAQ, important points to remember and other learning tools. The guide is relevant to R&D practitioners working either on collaborative R&D projects – in health, but also in other areas-, or in company internal projects, and aiming to bring research results to market.

The “ARIA-Horizon 2020 Annotated Research and Innovation action Templates” guidebook aims to assist applicants to the Research and Innovation Actions (RIA) and Innovation Actions (IA) of Horizon 2020 Framework Programme for 2014-2020 to better understand the requirements of the templates and better write innovation-related issues.

A successful project proposal needs to speak out convincingly to a broad readership encompassing experts from a wide range of fields. While the scientific/technical soundness of a proposal is central to its ultimate success, it is also essential that the **problems to be addressed**, **opportunities** to be exploited, and **results** to be achieved are clear and understandable to all readers, specifically to H2020 Evaluators! Moreover, the linkage between results to be achieved and their relevance for European policy orientations should be clear, as well as the economic opportunities they will provide for citizens. The “ARIA” guidebook has been structured to guide project formulators in presenting information required especially by the criteria of excellence (criterion 1) and impact (criterion 2).

Authors are experts dealing with H2020 proposals, innovation, exploitation of R&D results, and generally with entrepreneurship and business development on day-to-day basis. Their recommendations are indicated in the document as “Expert recommendations” and also include feedback collected from evaluators of H2020 proposals.



*Both guidebooks will be available by the end of September 2015 on <http://www.health2market.eu>  
If you want to know more in advance, please feel free to [contact us](#)*



## HEALTH-2-MARKET

NEWSLETTER: SIXTH ISSUE, SEPTEMBER 2015

# Health-2-Market results at a glance

➤ Analysis of health researchers training needs regarding entrepreneurship and commercialization of research results



With a view to tailoring the Health-2-Market training offer to the particular training needs of Health / Life Sciences researchers in terms of entrepreneurship and business skill development, Health-2-Market conducted a targeted Training Needs Analysis (TNA), fueled by 4 complementary sources:

- a bibliographic analysis;
- several in-depth qualitative interviews with selected specialists in the field;
- an online survey aimed at Health and Life Sciences researchers with over 600 submitted responses; and
- round table discussions with experts including Health and Life Sciences researchers interested in entrepreneurial activities as well as those who help them in their commercialization endeavors such as technology transfer officers, national contact points, etc.

The findings that emerged from the analysis of the quantitative data collected via the online survey confirmed that Health and Life Sciences researchers are by no means a homogenous group.

Indeed, they can be grouped into **unique clusters** with similar expectations and needs for training based on **4 key variables**, namely their overall **competence** (in terms of business skills), **commercial awareness** (as measured through openness, past experience and interest in commercial exploitation topics), **institutional support** and **training interest** (as measured through their perceived usefulness and willingness to participate in business/entrepreneurship training). These variables should be taken into consideration when designing relevant training programmes for different groups of Health / Life Sciences researchers

The analysis also revealed the importance of fostering a shift of mindset in Health and Life Sciences researchers so as to make them more prone towards engaging into commercial exploitation activities and provide them with an outcome-oriented attitude when it comes to dealing with business and financial issues. Of course of equal importance is to equip them with basic knowledge on key issues, such as commercial agreement, accounting, and market strategies, thus empowering them with the skillset required to venture in the market.

The anonymized data that were collected via the online survey and utilized in the analysis as well as the TNA report with the findings that emerged are open to everyone interested, providing valuable insights into how training designers can enhance the business-oriented competences of Health and Life Sciences researchers.



Download [here](#) the full TNA report

All rights reserved @ Health-2-Market project

THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S SEVENTH FRAMEWORK PROGRAMME FOR RESEARCH, TECHNOLOGICAL DEVELOPMENT AND DEMONSTRATION UNDER GRANT AGREEMENT NO 305532

## HEALTH-2-MARKET

NEWSLETTER: SIXTH ISSUE, SEPTEMBER 2015



## OTHER NEWS

### 18 September 2015, Brussels, Belgium- Info Day, Horizon 2020 'Health, demographic change and wellbeing'

The Info Day will help 2016-17 Work Programme for SCI participants to find out essential information on how to develop a good project proposal and take them through the application process step by step, to find project partners, to exchange practices for SC1 H2020 projects and to get answers to all relevant questions. Registration is closed but the event will be webstreamed without registration required. Presentations will also be uploaded.



Delivering growth to eHealth business

### GET Project- High-impact services to eHealth SMEs

The GET project ([www.get-ehealth.eu](http://www.get-ehealth.eu)) is an EU-funded initiative that delivers four high-impact services to eHealth SMEs and entrepreneurs in order to boost their growth and move them to the next level of competitiveness. Each life-transforming service has been designed to provide cross-border value to a different target group of companies. These services are:

- **Business Plan Support;** Targets early-stage companies, start-ups and entrepreneurs. It supports them to [optimize their business model](#) and commercialization strategy.
- **Funding Opportunities;** Designed for SMEs looking for a second round of funding. It provides training, resources and networking opportunities with [investors](#) at European level.
- **Go International;** Helps mature SMEs to access international markets by putting them in contact with foreign commercialization partners and potential customers.
- **Market opportunities;** Bridges between healthcare purchasers with 'market gaps' and SMEs with the required technological skills

In [GET project repository](#), you may find several documents and guides to identify potential business opportunities, to access the international markets, or to prepare your business model and how to present a solution in front of a panel of investors plus a list of investors for eHealth entrepreneurs and companies.



"Fit for Health 2.0" in collaboration with Medicion Valley Alliance, ScanBalt Bioregion and the IPR-helpdesk is organizing an international strategy development training, with a focus on innovative business solutions and smart financing.

The event will take place on **8-9 October 2015 in Copenhagen, Denmark.**

Venue: [Medicion Valley Alliance](#)

Address: Arne Jacobsens Allé 15, 2. Ørestad City, DK-2300, Copenhagen.

The training is tailored to senior executive representatives of high-tech / research intensive SMEs of all health-related sectors (incl. pharma, biotech, med-tech, therapeutics, diagnostics, e-health, high-end research services etc.) who see clear growth potential, and who have not completed their product/services development yet.

As this hands-on, interactive training is restricted to **50 participants** you will be asked to provide short information during registration.

**Deadline for Registration is 20 September 2015.**

Please find the [agenda](#), [further information](#) and [registration](#) under <http://www.fitforhealth.eu/event-created/international-strategy-development-training>

**For more information please contact:**

Frank Heemskerck, Research and Innovation Management Services  
[Frank.Heemskerck@telenet.be](mailto:Frank.Heemskerck@telenet.be), Tel: +32/16/47 40 92