

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*



NEUROSCIENCE
MOLECULAR BIOLOGY
COLLABORATIONS
GENOMICS
MEDICAL IMAGING
BIOTECHNOLOGY
ENTREPRENEURSHIP
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www.health2market.eu



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

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 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.

2. Mechanism



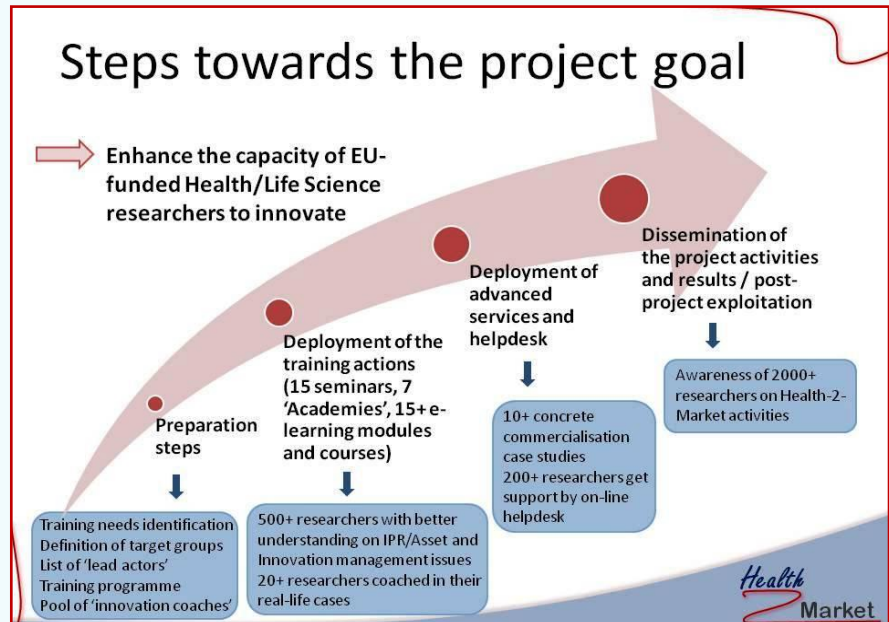
3. Your needs are our aim – Outcomes from the H2M analysis on Health/life science researchers' training needs on entrepreneurship and business topics

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 25th and 26th 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

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





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 18th 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) aims to sustainably enhance the participation of European small or medium-sized enterprises (SMEs) in Calls for the 7th 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 43rd 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 enterpreuneship (with professor Aleksios Gotsopoulos, PhD)

Health-2-Market project identity

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



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