



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 16th 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*



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}

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. Health-2-Market training events calendar

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

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.”

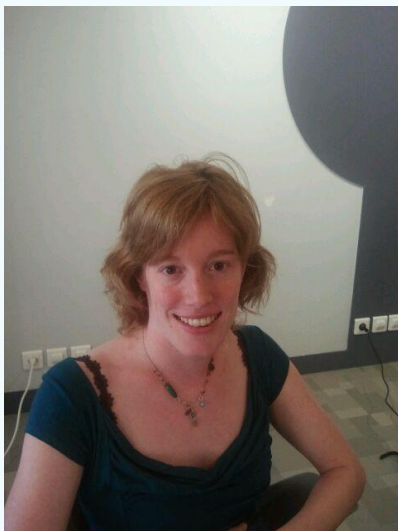
"It is a very demanding course and you should really be prepared to work hard when you decide to join since the program is very intensive."

"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 16th 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
1. Building the scope of the project <ul style="list-style-type: none"> ▪ Designing an innovative venture ▪ The entrepreneur's toolkit ▪ Defining the characteristics and scope of your innovation
2. Designing the Business Model of the project <ul style="list-style-type: none"> ▪ Identifying business opportunities ▪ Designing your business model
3. The Business Plan <ul style="list-style-type: none"> ▪ Business Plan: types and uses ▪ Building the pitched Business Plan- The 14 slides
4. Financial objectives and completed pitched Business Plan <ul style="list-style-type: none"> ▪ Introduction to entrepreneurial finance ▪ Working out your financial objectives ▪ Finalizing your Business Plan for the pitch

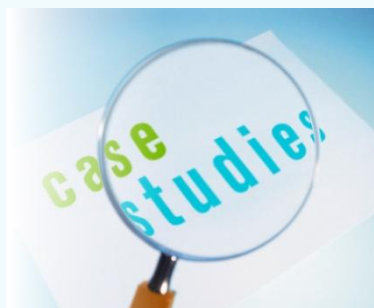
Business Ventures & Marketing module
1. Creativity and Commercializing Technology <ul style="list-style-type: none"> ▪ Introduction to Entrepreneurship
2. Understanding Marketing Dynamics & what is YOUR Market <ul style="list-style-type: none"> ▪ Introduction to Marketing; Reading the Market ▪ What is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

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





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 (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

- **27th** for MSc in Management (5th for International Exposure)
- **12th** 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

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.



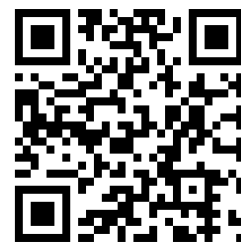
PROJECT PARTNERS

COORDINATOR

INNO AG

PARTNERS

ie university, UNIVERSITY OF GOTHENBURG, skema BUSINESS SCHOOL, engage Key Technology Ventures, APRE ASSOCIAZIONE PER LA PROMOZIONE DELLE RICERCHE EUROPEE, Q-PLAN Building Excellence, WhiteResearch, europa media, INNO TSD



All rights reserved
@ Health-2-Market Project