

Health Market

FROM
HEALTH RESEARCH
TO BUSINESS

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 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 Alterniity GmbH. The **Health-2-Market** advanced services are open for applications until February 15th 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

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 Alterniity case.....p4
- Health-2-Market services: Facts & figures and testimonials.....p6
- Health-2-Market other news.....p7
- News from other projects.....p8

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

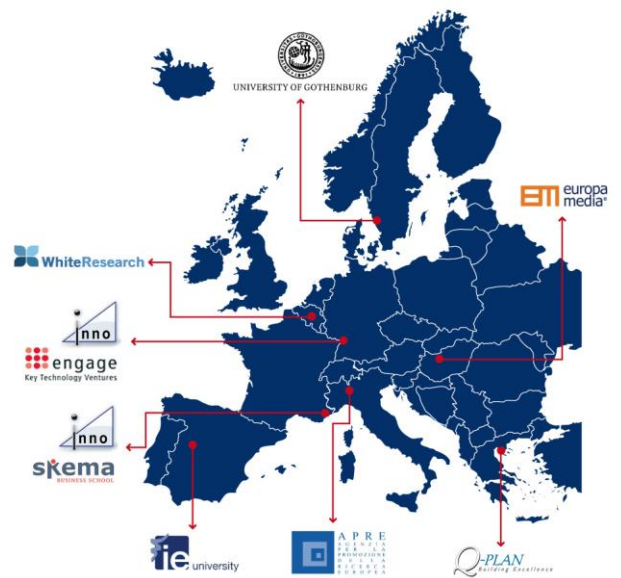
PROJECT PARTNERS

COORDINATOR



INNO AG

PARTNERS



What's coming next

Health-2-Market training events calendar

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

MORE SEMINARS COMING UP SOON! STAY INFORMED ON 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 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 Anterniity? 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 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 15th 2015, on
www.health2market.eu



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.health2market.eu



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!

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 9th 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 9th 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 (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). 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

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.