



FROM
HEALTH RESEARCH
TO BUSINESS

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 1st** 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.



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What's coming next

Health-2-Market training events calendar

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

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 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 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 1st 2015**, at the **Hotel, in Brussels, Belgium**, from **9h00-18h30**. **Participation is free of charge**, with [mandatory preregistration](#). Registration is validated by e-mail within 72 hours by the organizer.

A full day, market-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

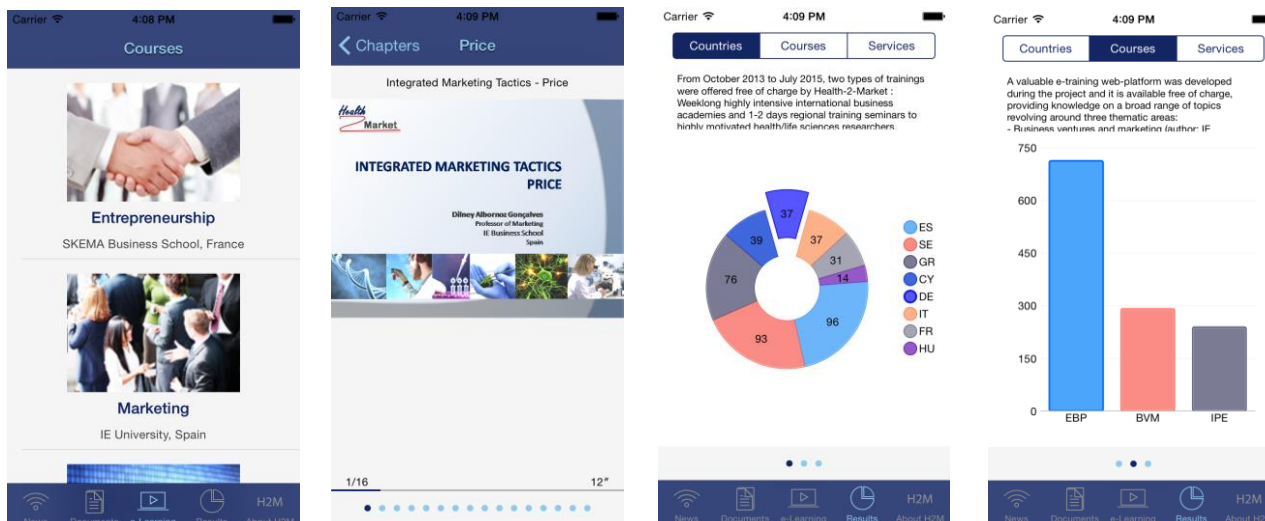
- MOOC "Roadmap to Entrepreneurial Mindset & Toolkit" (Udemy)
- How-to guidebook on Innovation strategy in R&D projects
- Annotated templates on how to address innovation in Research & Innovation Actions and Innovation Actions in Horizon 2020
- E-Learning platform on IPR, entrepreneurship & marketing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

CHECK THEM OUT & MUCH MORE  www.health2market.eu

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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](http://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.



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

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