

# Health Market

FROM  
HEALTH RESEARCH  
TO BUSINESS

## 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 template** 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.Klessova@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 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 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 - MedicinaSportiva) (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 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 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 **“ARiAT-Horizon 2020 Annotated Research and Innovation actions Template”**

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:

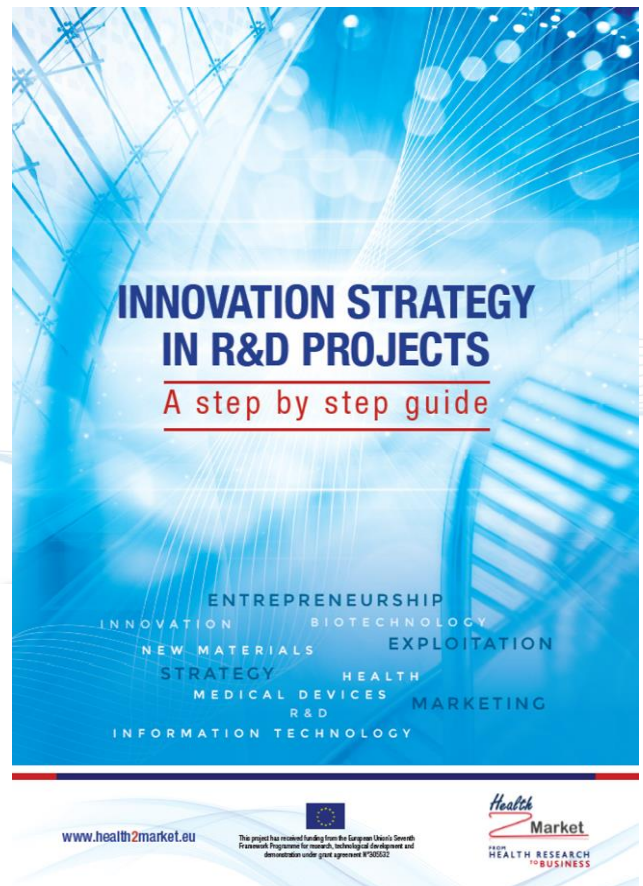
- **Key aspects of innovation strategy**
- **Innovation strategy preparation**
- **Innovation strategy implementation: Step by step “how to do” guide (Commercialization routes and business models, Intellectual Assets and Intellectual Property, Business Plan, Marketing Strategy, Financing, EU legislation, 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 **“ARiAT-Horizon 2020 Annotated Research and Innovation action Template” 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 **“ARiAT” 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 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



## 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.**



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