



BioEntrepreneurship & Innovation (BEI) program

From Scientist to BioEntrepreneur - Creation of a Marketable Product

▶ **Module A: Kickoff**

The main learning objectives of Module A are to get a taste of BioEntrepreneurship, building a team, developing a business idea as well as preparing and presenting a first company pitch.

Successful start-up founders will share their experiences and knowledge on how to become a start-up entrepreneur in the fields of BioTech, MedTech, Digital Health and/or Pharma.

The general business idea that has been created in Module A can be further refined in Modules B. However, there is also the option to pursue a different idea by joining a new team.

▶ **Objectives**

- Finding a team and developing a business idea
- Preparing and presenting a first company pitch
- Testing BioEntrepreneurship as a career option

▶ **Content**

- By being thrown in at the deep end, guided by central entrepreneurial questions, participants acquire proactively and autonomously the information they need to develop a company pitch
- 3H team building strategy for founders that want to successfully lead a company: the Hipster - Hacker – Hustler approach
- Real life case studies from Switzerland

▶ **Course methods**

- Learning by doing: Guided by the BEI team, participants define and learn what is needed for a perfect company pitch
- Team building: Participants find their team by speed dating
- Networking: Presentations by and discussions with experienced, successful BioEntrepreneurs
- Team work: Each team pitches its startup idea

▶ **Contribution of the participants**

- Team building by executing the 3H approach (Hipster – Hacker – Hustler)
- Preparation and pitching of the entrepreneurial idea and business concept in teams
It is a safe environment; feel free to present your first business idea!

▶ **Facilitators**

- Founders, industry professionals and serial entrepreneurs in the areas of BioTech, MedTech, Digital Health and/or Pharma



► General information

- **Course instructors**
Prof. Simon P. Hoerstrup, MD PhD
Andreea Cretu, PhD (Program Manager)
Biotech / Medtech Entrepreneurs-in-Residence
- **Location**
Institute for Regenerative Medicine · IREM
Wagistrasse 12, 8952 Schlieren
- **Dates**
Option 1: 05 and 19 February 2025
Option 2: fall semester (dates tbc)
- **Time**
13:00 - 17:00
- **Time requirements**
Two half days classroom training
Preparation of pitches between the two training sessions
- **Credit points**
1
- **Costs**
Free participation
- **Maximum number of participants**
24

► Contact

bei@irem.uzh.ch

► Registration

www.bioentrepreneurship.ch

► Social media



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