

SEPTEMBER 2012 – AUGUST 2015

Health Market

FROM
HEALTH RESEARCH
TO BUSINESS

TRAINING SEMINAR

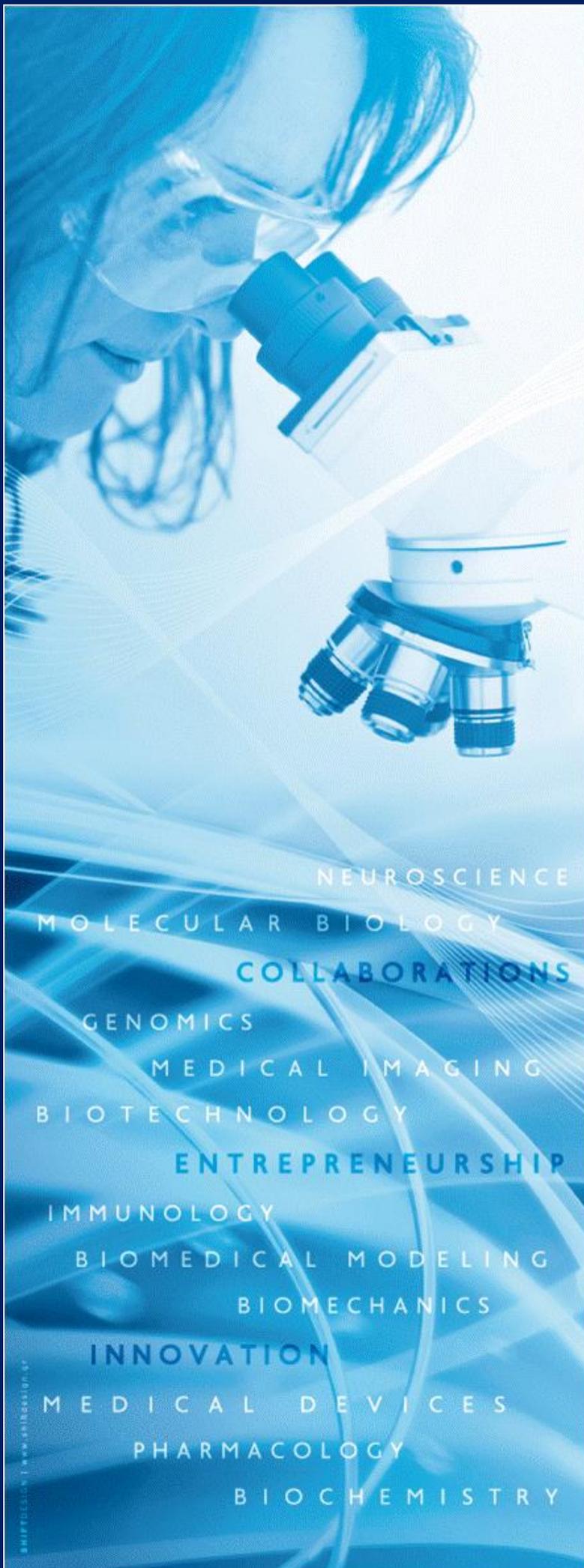
**“Identifying and
evaluating
entrepreneurial
opportunities”**

**10 September 2014,
Semmelweis University
Budapest, HUNGARY**

www.health2market.eu



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Dear reader

The Health2Market Team is pleased to present to you **"Identifying and evaluating entrepreneurial opportunities"**, a **free of charge Training Seminar** that will take place on **10 September 2014** at the **Semmelweis University**, Budapest, HUNGARY. Join us to find out how to bring your research results to the market.

Why

A common mistake that entrepreneurs often make is trying to promote a solution (i.e. technology or product) to a problem that they have not fully understood and to stakeholders that they have not properly identified and analyzed. Using techniques of divergent and convergent thinking, this course helps aspiring entrepreneurs to **identify and examine in detail real and important problems before venturing**.

At a second stage, the role of **stakeholders (customers, influencers, media, the state & regulatory agencies, etc.)** is analyzed in depth. This is particularly important for entrepreneurs in health sciences, where innovative products & technologies often face considerable suspicion or even opposition from various groups such as regulators, media, religious groups etc.

At the third stage, and only after the problem and stakeholders have been fully identified and analyzed, **strategies** for devising a winning solution and successfully venturing a business are discussed.

This seminar thus offers a comprehensive toolkit for identifying and systematically evaluating new business opportunities. Using hands-on learning and real business cases, it helps participants to apply the same principles in analyzing and evaluating their own business ideas in order to maximize their chances of success in the market.

For whom

This course is appropriate for any **researcher** who is interested in identifying and evaluating **opportunities for entrepreneurship**, and starting his/her own business.

From whom

IE Business School - IE University, one of the most renowned business schools in Europe, is responsible for the seminar curricula and training. **IE University** is a major part of the **IE Higher Education (IE)**, a leading international group of higher education and research institutions well renowned for its innovative and entrepreneurial character. IE initiated activities in **1973** with **IE Business School (ranked as the best business school in Europe for 2012 and 2013 by the Financial Times)**. Its International, Executive and Distance Learning programmes, are consistently ranked in the top tier of business schools and learning programmes, by media like Financial Times, Business Week, The Economist, The Wall Street Journal and Forbes among others. IE Business School holds accreditation by EQUIS (European Quality Improvement Systems), AMBA (Association of MBAs) and AACSB International (The Association to Advance Collegiate Schools of Business), that internationally recognize the quality of its learning programmes.



Aleksios Gotsopoulos is an assistant professor of Management at the SKK Graduate School of Business, the top ranked business school in South Korea. Before joining SKK, he was an assistant professor of Entrepreneurship at the IE Business School in Madrid, Spain. Alex earned his PhD and MBA from the University of Chicago Booth School of Business in 2009.



Alex's research focuses on the emergence of new industries, and on how the challenges and opportunities that entrepreneurs face evolve as industries progress from infancy to maturity. He is particularly interested in first-mover (dis)advantages, the evolution and influence of categories in emerging industries, and in the dynamics of legitimacy, competition, and contagion. Among others, he has studied the early automobile industry in US, the stock brokerage industry in Greece, the global smartphone industry, and university spinoffs in UK.

Alex's research has appeared in the Strategic Management Journal, the Academy of Management Journal, the Academy of Management Best Paper Proceedings, has been featured in outlets such as the Wall Street Journal and Inc.com, and has been supported by the National Science Foundation and a number of North American and European foundations.

Organizer

Europa Media Non-Profit Limited (www.europamedia.org) is an independent, non-profit organization based in Budapest, Hungary. **Europa Media's** mission is to provide the public with clear, structured and concise information regarding the complex structure of the European Union and the available funding opportunities it offers. Since its establishment in 2003, **Europa Media** has been working to provide and present dispersed and highly technical information regarding EU policies, funding opportunities and programmes in a streamlined and simplified manner to potential stakeholders in Europe and worldwide. To this end, **Europa Media** has developed, launched and publicized a variety of information sources and tools including web platforms, publications and events. Additionally, Europa Media is a leading European training provider, with more than 100 trainings, comprehensive e-courses, e-training services and other web-based information systems successfully developed and organized.

Join us and ...

- ✓ Understand fully what constitutes an opportunity for entrepreneurship
- ✓ Analyze an opportunity and its constitutive parts, as well as evaluate its attractiveness
- ✓ Apply these principles to successfully starting your own business

Participation to the seminar is free of charge but pre-registration is required! Please click [here](#) to access the seminar's online registration page.



Seminar Agenda

08:30 – 09:00	Registration
09:00 – 11:00	The entrepreneurial Mindset: Thriving Under Uncertainty; Opportunity Workshop: Identifying and evaluating business opportunities
11:00 – 11:30	Coffee Break
11:30 – 13:00	Opportunity Workshop: Identifying and evaluating business opportunities(continued)
13:00 – 14:00	Lunch Break
14:00 – 16:00	Recap and case analysis: Rose Hanna
16:00 – 16:30	Coffee Break
16:30 – 17:30	Putting theory to practice: analysis of your own cases

The seminar will be held in English without interpretation.

Venue

The seminar will take place at **Health Services Management Training Centre** of the **Semmelweis University, Budapest, Hungary.**

Health Services Management Training Centre Semmelweis University

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For more information about venue, and how to get there, please [click here](#)