

SEPTEMBER 2012 – AUGUST 2015

Health 2 Market

FROM
HEALTH RESEARCH
TO BUSINESS

VENTURE ACADEMY

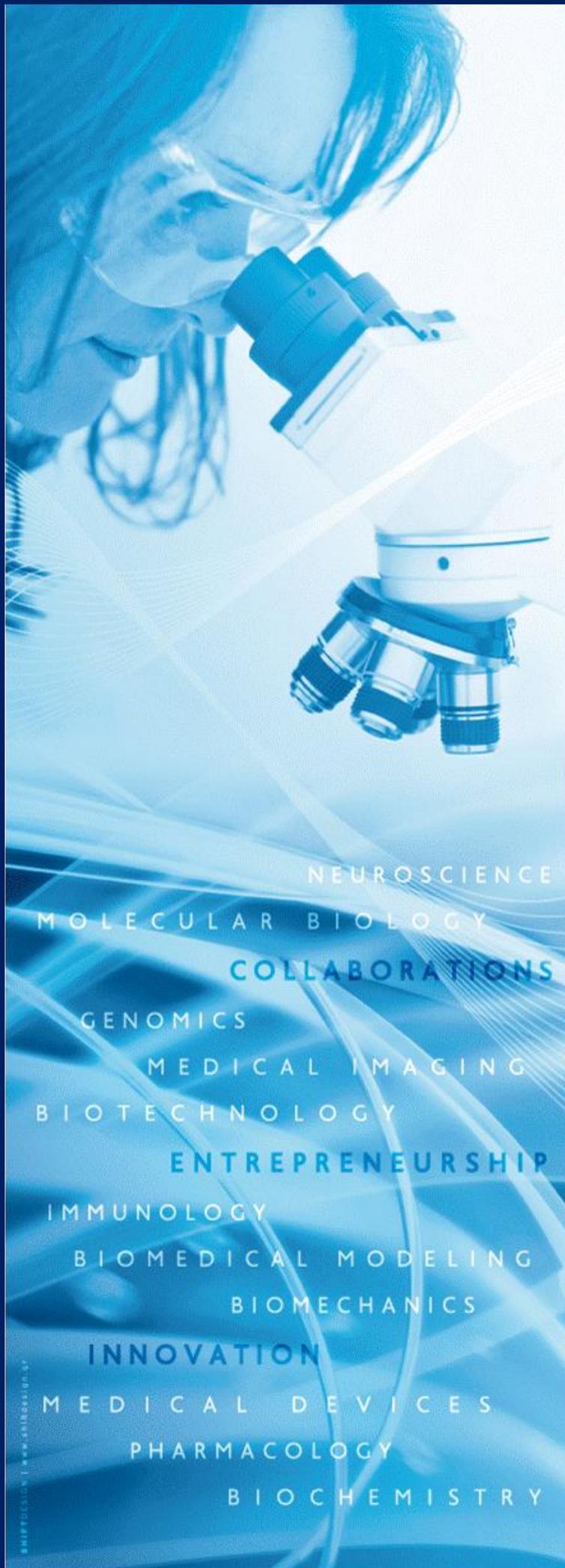
**“Entrepreneurship &
Business Planning”**

**6-10 October 2014,
SKEMA Business School
Sophia- Antipolis, France**

www.health2market.eu



Health-2-Market has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No 305532



NEUROSCIENCE
MOLECULAR BIOLOGY
COLLABORATIONS
GENOMICS
MEDICAL IMAGING
BIOTECHNOLOGY
ENTREPRENEURSHIP
IMMUNOLOGY
BIOMEDICAL MODELING
BIOMECHANICS
INNOVATION
MEDICAL DEVICES
PHARMACOLOGY
BIOCHEMISTRY

SHIPPED BY T.W. DESIGN GROUP

Dear reader

The Health2Market Team is in the pleasant position to present to you the **free of charge** weeklong **Venture Academy "Entrepreneurship & Business Planning"** that will be take place on 6-10 October 2014 at SKEMA Business School, Sophia-Antipolis, FRANCE. Join us to find out how to bring your research results to the market.

Our Rationale

Entrepreneurship is the art of recognition and exploitation of opportunities. Transforming opportunities into entrepreneurial ventures requires that individuals not only possess knowledge, but that they also have the cognitive abilities that allow them to formulate, value and exploit that knowledge.

The Academy will take participants through the process of formulating the framework of the entrepreneurial venture, from **innovative idea creation to early start-up activities** and acquisition of the first clients for a new business. Participants will experience the entrepreneur's mindset and acquire methods and tools to structure, formulate and pitch their business plan through an intense accelerated academy. They will benefit from cross-fertilization with their peers, and best practice transfer, coaching and feedbacks from entrepreneurs, venture capitalists, and key stakeholders of local innovation systems.

Our Target Group

The Academy is dedicated to **health/life sciences researchers and entrepreneurs** aiming to transform research results into innovative venture and preparing themselves for an effective and professional formulation and presentation of their entrepreneurial project. The Academy topics have been designed to be fine tuned with the needs of participants who already have a concrete business idea to be developed during the training.

Our Host

SKEMA Business School, the School of Knowledge Economy and Management is a leading international business school in the field of innovation management. With more than **40 faculty members and scholars** specialized in the domains of Entrepreneurship and Innovation, **SKEMA** has been developing learning tools and methods to bridge the gap between theory and the practice of strategic management of innovation and entrepreneurship. **SKEMA** expertise is disseminated from its **French, USA and Chinese campuses** and incubators throughout its **30.000 alumni** and hundreds of entrepreneurs trained in its entrepreneurship executive education programs.



Academy Planning

5 days of knowledge transfer and iterative practice leading to a complete presentation of the business plan in front of an audience of professionals.

Day	Topic
Monday, 06-10-2014	Characteristics and scope of your innovation
Tuesday, 07-10-2014	Potential markets & Business Model Canvas
Wednesday, 08-10-2014	Refining the Value Proposition & Go to Market Strategy
Thursday, 09-10-2014	Entrepreneurial Finance & Financial Forecasts
Friday, 10-10-2014	Business Plan Presentation

Join us to...

- ✓ Evaluate the potential of your innovation with the **ISMA 360° methodology**
- ✓ **Experience the combination of skills required to launch a new venture and practice the entrepreneurial mindset and toolkit**
- ✓ **Develop and formulate the synthesized pitched business plan for your innovation**
- ✓ **Pitch in front of peers, investors and stakeholders** to provide a clear, short and valuable understanding of your entrepreneurial project

Participation for the training is free of charge. Travel and accommodation costs are not covered.

How to register

In order to apply to the Venture Academy, please [click here to access the online registration](#). **Registration will be open until August 29th, 2014.**

Selection criteria

The Academy will host a limited number of participants. In the application form, you are asked to respond to several questions so we can assess the maturity of your business/entrepreneurship experience and your needs. We will then proceed to the selection of participants with decent awareness of entrepreneurship issues in order to form a work team with uniformly leveled experience. Please take the time to carefully fill out the application being as precise as possible. **All selected participants will be notified in due time.**

Academy programme

DAY 1: Monday, 06-10-2014	
8:45-11:00	Warm-up session on the entrepreneur mindset
11:00-12:00	Introduction to Academy Deliverables: the pitched Business Plan
14:00-17:00	Defining the characteristics and scope of your innovation
17:00-18:00	Pitch on your innovation scope
<i>Deliverables: BP slides on vision/mission</i>	
DAY 2: Tuesday, 07-10-2014	
8:45-12:00	Identifying potential markets
14:00-17:00	Business Model Canvas
17:00-18:00	Peer2Peer Business Model Canvas presentations
<i>Deliverables: BP slides day 1 + opportunities + offer + value proposition + targeted markets + BM canvas</i>	
DAY 3: Wednesday, 08-10-2014	
8:45-10:00	1,5 min pitch with feedback
10:00-12:30	Refining the Value Proposition
14:00-15:30	Testimonials from entrepreneurs
15:30-17:00	The Go to Market Strategy
17:00-18:00	Pitch with jury
<i>Deliverables: BP slides day 2+go to market strategy</i>	
DAY 4: Thursday, 09-10-2014	
8:45-10:00	1,5 min pitch
10:00-12:00	Entrepreneurial finance and introduction to financial forecasts
14:00-16:00	Working out your financial forecasts
16:00-18:00	Finalizing your Business Plan
DAY 5: Friday, 10-10-2014	
8:30-10:00	Peer2Peer warm-up on BP presentations
10:15-12:45	Business Plan Presentations
10 min pitch+ 5 min Q/A with a jury. Jury composition: Academics, investors, life science entrepreneurs	
<i>Deliverable: Radar Ranking of each BP to provide suggestions on issues to be further addressed</i>	

Lunches will be offered at SKEMA premises. Dinner, travel and accommodation are at participants' charge.

Academy Trainers



Michel Bernasconi

PhD (SKEMA)

Professor of Strategy and Entrepreneurship

Michel Bernasconi graduated from SKEMA Business School (1975). He holds a Doctorate degree in Business Strategy from the University of Aix-en-Provence (1985) and an HDR (2007), and has 25 years of experience in strategy and new business creation. He is currently the executive director of the faculty and the director of the department of "Strategy and Entrepreneurship" at SKEMA. He had previously other management positions: Associate Dean for the Master program (ESC) (1994-1999) and director of Executive Education (2003-2004). Michel Bernasconi is one of France's specialists in the high-tech start-up field, in which he has been working extensively in both business and engineering schools. His research has been published in books and academic reviews in France, the UK and the USA. He was President of the French "Academy of Entrepreneurship and Innovation", a research association (2008-2010). At SKEMA, he developed a set of activities on entrepreneurship. He initiated the MSC in Entrepreneurship and Innovation, developed incubators on the French campuses, and recently launched an ambitious partnership with a Chinese Incubator (Xian Jiaotong-SKEMA) in Sushou. He was the founder and the director of the High-Tech Entrepreneurship Center who developed numerous projects in Entrepreneurship. He has extensive experience in teaching entrepreneurship, intrapreneurship and new business creation, in particular in Executive Education. More specifically, he is in charge of the program « Coup de Pousse », a successful seminar on intrapreneurship dedicated to big companies which last from more than 10 years. He is a member of Sophia Business Angels, an investor club that invests in high-tech companies in France and in Europe.



Philippe Chereau

PhD (SKEMA)

Professor of Strategy and Entrepreneurship

Philippe Chereau holds a Doctorate in Management Science, is a professor of strategy and entrepreneurship, and is the scientific director of the MSc in Entrepreneurship and Innovation at SKEMA Business School. He has specialized in strategic management of innovation and in the governance of Local Innovation Systems. He has held positions in international business development, general management and executive consulting. As an entrepreneur, he has contributed to the launching of two ventures in the field of clinical development. He has been life science expert for the French Entrepreneurship and Innovation contest. As a scholar, he conducts research on the relationships between competitive strategy, innovation and performance in SMEs.



Dominique Vian

PhD (SKEMA)

Professor of Entrepreneurship and Innovation

Dominique Vian started his career as an information system consultant at Bull Company then PricewaterhouseCoopers. In 2001, after experimenting life as an entrepreneur during 5 years, Dominique started working for SKEMA Business School (previously CERAM Sophia Antipolis) to lead the TEEE-Inn European project. He also coached well-known successful start-ups like Seemage, Benomad and Keeneo. He is the inventor of the Innovation Systemic Marketing Analysis method called ISMA360®. Built on specific theoretical frameworks: Effectuation, Sciences of Design and Complexity, this is a new approach applicable to strategy when uncertainty is inherent to innovation.



Venue

The Academy will take place at [SKEMA Business School](#). It will start at **8:45am** on Monday, 06-10-14 but it is advised to arrive at SKEMA not later than **8:15 am**. The Academy will end on **Friday, 10-10-14** around **3:30pm**.

SKEMA BUSINESS SCHOOL

60 rue Dostoïevski- BP85

06902 Sophia Antipolis- FRANCE

Reception: +33(0)4.93.95.44.57

Hosts:

Philippe Chereau: +33(0)6.15.01.37.90

Jonathan Sitruk: +33(0)6.95.72.27.25



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