

AGENDA

3rd CRG BIO-BUSINESS SCHOOL

Barcelona, 12-16 September 2016

MODULE 1: Monday, September 12

Researchers focus on their ongoing research and potential new research ideas in a quest to understand through science, build their curriculum, and publish their results in scientific journals. However, they rarely screen their work for valuable opportunities and transfer their research results towards the market. As a result, potential inventions remain unnoticed, and are left unexploited. In this module, experts will provide an overview on how to identify an invention and assess its potential, introducing the concepts of invention disclosure and technology assessment. In addition, the biotech and pharma sectors will be presented, and a flavour of what can be expected throughout the course will be given by a successful entrepreneur through a keynote talk on his/her business experience. The module aims at sensitizing researchers to evaluate the potential of their research results, and provides the participants with tools to decide whether a research result could be an invention.

09:00	Welcome	CRG Technology and Business Development Office (TBDO)
09:05	Introduction to Technology Transfer and Overview of the Bio-Business School + 1' individual presentations (participants)	Pablo Cironi (CRG TBDO)
09:45	Keynote talk by a successful entrepreneur on his/her business experience: "Challenges and rewards of building a biotech"	Marc Martinell (Minoryx Therapeutics)
10:45	Coffee break	
11:00	Lecture: Biotech as the innovation driver in the healthcare market (Jan Demolder)	Jan Demolder (VIB) Carla Snoeck (VIB)
12:00	Lecture: From science to value: identification and evaluation of new results, projects and ideas (Carla Snoeck)	
13:30	Lunch break	
14:30	Workshop: Project presentations (5' + 5' for Q&A)	
16:00	Coffee break	
16:15	Workshop: Project presentations (5' + 5' for Q&A)	
16h45	Project selection for teaming up during networking	
17:00	End of Module 1	
19h00	Networking event and team formation around the projects selected before	Participants, speakers and organizers

MODULE 2: Tuesday, September 13

Inventions need to be protected, and there are different ways to do so. Especially in Life Sciences, the most important option is patenting. This second module therefore provides an overview on the different types of intellectual property (IP) protection, with a focus on patents in the Life Sciences sector and the tools available to search for patents and perform initial white space and freedom-to-operate analyses. To date, researchers rarely use this valuable source of knowledge, which often results in inefficient “double inventions”. In addition, this second module will include a separate section on software. Software use and development is part of the everyday life of a research institute like the CRG. Although software is barely protected through patents, there are ways to protect it and licensing issues that affect it, which can have a strong impact on its eventual commercialization. This module aims at introducing researchers to the different forms of intellectual property protection and their relevance for the commercialization of technologies.

09:30	Lecture: Overview of intellectual property rights (Jan Demolder)	Jan Demolder (VIB) Carla Snoeck (VIB) Malcom Bain (id law partners)
11:00	Coffee break	
11:30	Lecture: Patents in Life Sciences (Carla Snoeck)	
13:00	Lunch break	
14:00	Lecture: Software protection and licensing issues with a focus towards commercialization (Malcolm Bain)	
15:30	Coffee break	
16:00	Workshop: Patent database search based on projects developed in Module 1 (course cases)	
17:30	End of Module 2	

MODULE 3: Wednesday, September 14

From a public research institution's perspective, the common way to exploit a patent or invention is to transfer it to an external partner that further develops and commercializes it, such as an established company or an own-created spin-off, in exchange of economic return. Using their own experience and examples in the life science sector, experts will impart knowledge on how to select the right option and strategy: does (e.g. a patent) have the potential to become the basis for a spin-off company or shall it rather be licensed or sold to an external partner? How? In addition, an overview of the new trends and resources that support early-stage bio-businesses will be given, to show that this is an amazing time for bio-entrepreneurship! This third module aims at making researchers aware of the different routes an invention can take towards the market, showing them their potential roles in this process, and providing them with useful knowledge and tools (e.g. with regards to marketing their inventions in the different scenarios: fundraising for starting up or business development for licensing).

09:30	Lecture: The decision making step: licensing or spinning-off + case studies (Els Beirnaert)	Els Beirnaert (VIB) Leandro Vetcher (Harvard University)
11:00	Coffee break	
11:30	Lecture: The new landscape in the Bio business: current trends in entrepreneurship (Leandro Vetcher)	
13:00	Lunch break	
14:00	Lecture/Case study: Marketing for business development and fundraising (Leandro Vetcher)	
15:30	Coffee break	
16:00	Workshop: Strategy development based on course cases	
17:30	End of Module 3	

MODULE 4: Thursday, September 15

Stemming from the decision-making step, this fourth module introduces the spin-off pathway on how to exploit e.g. a patent. Experts will give a brief introduction to the business model concept and teach how to write and present a business plan. The workshop will allow the participants to plan their own start-up company based on the course cases. In addition, this module will also give an overview of potential funding sources (public and private) that allow for the development and commercialization of an invention through the start-up pathway. Furthermore, the concept of life science incubators and accelerators will be introduced, as well as different types of entrepreneurial support and consulting mechanisms.

09:30	Lecture: Starting up I (Els Beirnaert)	Els Beirnaert (VIB) Leandro Vetcher (Harvard University)
11:00	Coffee break	
11:30	Lecture: Starting up II (Leandro Vetcher)	
13:00	Lunch break	
14:00	Workshop: Business model development based on course cases	
15:30	Coffee break	
16:00	Workshop: Business model development based on course cases	
17:30	End of Module 4	

MODULE 5: Friday, September 16

The last day will start with a quick overview of the course and a review of key learnings, followed by a round table discussion between national and international experts from academia, industry and venture capital, that will share their views, models, experiences, and emerging trends in a topic of interest. In the following session, course participants are given a unique opportunity to present and pitch their proposals to the experts for their feedback and assessment. The best business project proposal will be selected, and course attendance certificates will be delivered to participants. The CRG Technology and Business Development Office will follow projects from CRG researchers, in order to consider them for valorisation or other actions.

09:30	Summary of important learnings	Silvia Tórtola (CRG TBDO)
10:00	Round-table discussion on entrepreneurship: "Why is this a good time to start up your own company?"	<u>Expert panel:</u> Alexandre Casta (Investment Manager at Caixa Capital Risc)
11:30	Coffee break	Óscar Flores (CEO and Founder of Made of Genes)
12:00	Facing reality: Project presentation and feed-back	Luis Ruiz (CEO at Spherium Biomed)
13:00	Lunch break	Leandro Vetcher (Associate Director of Business Development at Harvard OTD)
14:00	Facing reality: Project presentation and feed-back	<u>Chair:</u> Pablo Cironi (CRG TBDO)
15:00	Certificate Delivery	
15:30	End of Module 5 and End of Course	