

## AGENDA

### 4<sup>th</sup> CRG BIO-BUSINESS SCHOOL

Barcelona, 2-6 October 2017

#### MODULE 1: Monday, October 2

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 or industry representative 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.

08:50	<b>Welcome</b> Time to pick course credentials and materials (Ramón y Cajal Room/PRBB)	CRG Technology and Business Development Office (TBDO) and CRG Training Unit
09:00	<b>Overview</b> of the Bio-Business School + <b>1' individual presentations</b> (participants)	Pablo Cironi (CRG)
09:30	<b>Keynote talk</b> by a successful entrepreneur or industry representative: "Biopharma industry: the decision process on project selection and investment prioritization" (Charles Darwin Room/PRBB)	Andrés G. Fernández (Ferrer Advanced Biotherapeutics)
10:30	Coffee break	
11:00	<b>Lecture:</b> Biotech as the innovation driver in the healthcare market (Jan Demolder)	Jan Demolder (VIB) Pablo Cironi (CRG)
12:00	<b>Lecture:</b> From science to value: identification and evaluation of new results, projects and ideas (Pablo Cironi) + introduction to case study (Jan Demolder)	
13:30	Lunch break	
14:30	<b>Workshop:</b> Project presentations (5' + 5' for Q&A)	
16:00	Coffee break	
16:15	<b>Workshop:</b> Project presentations (5' + 5' for Q&A)	
17:30	End of Module 1 - Speakers and organizers to select projects for teaming up during networking	
19:00	<b>Networking</b> event and <b>team formation</b> around selected projects	Participants, speakers and organizers

## MODULE 2: Tuesday, October 3

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	<b>Lecture:</b> Overview of intellectual property rights (Silvia Tórtola)	Silvia Tórtola (CRG) Jan Demolder (VIB) Malcolm Bain (id law partners)
10:00	<b>Lecture:</b> Patents in Life Sciences and as a source of information; including a search example in preparation of afternoon workshop (Jan Demolder)	
11:30	Coffee break	
12:00	<b>Lecture:</b> Software protection and licensing issues with a focus towards commercialization (Malcolm Bain)	
13:30	Lunch break	
14:30	<b>Workshop:</b> Patent database search based on projects selected in Module 1 (course cases)	Jan Demolder (VIB) & CRG TBDO members
17:30	End of Module 2	

### MODULE 3: Wednesday, October 4

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	<b>Lecture:</b> 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	<b>Lecture:</b> The new landscape in the Bio business: current trends in entrepreneurship (Leandro Vetcher)	
13:00	Lunch break	
14:00	<b>Lecture/Case study:</b> Marketing for business development and fundraising (Leandro Vetcher)	
15:30	Coffee break	
16:00	<b>Workshop:</b> Strategy development based on course cases	
17:30	End of Module 3	

## MODULE 4: Thursday, October 5

Stemming from the decision-making step, this fourth module introduces the spin-off pathway on how to exploit e.g. a patent. Experts will provide participants with the fundamentals of starting-up, plus examples and successful cases. The workshop will allow the participants to plan their own start-up company based on the course cases. In addition, this module will provide hints of potential funding sources (public and private) that allow for the development and commercialization of an invention through the start-up pathway, including, the concept of life science incubators and accelerators, as well as different types of entrepreneurial support and consulting mechanisms.

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

## MODULE 5: Friday, October 6

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/or 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	<b>Summary</b> of important learnings	Silvia Tórtola (CRG)
10:00	<b>Round-table discussion on entrepreneurship:</b> “Entrepreneurship from and entrepreneur’s perspective”	<b><u>Expert panel</u></b>
11:30	Brunch break	- Lluís Armengol ( <b>qGenomics</b> ) - Ruth Muñoz ( <b>Leukos Biotech</b> )
12:00	<b>Facing reality:</b> Project presentation and feed-back	- Luis Ruiz ( <b>Spherium Biomed SL</b> ) - Leandro Vetcher ( <b>Blavatnik Biomedical Accelerator</b> )
14:30	<b>Certificate Delivery</b>	<b><u>Chair:</u></b> Pablo Cironi (CRG)
15:00	End of Module 5 and End of Course	