

INNOSUISSE START-UP TRAINING

For Biotech Start-ups:

Biomaterials, Bioinformatics, Antibodies, Drug Development,
Healthcare, Diagnostics, Food, etc.



GET READY TO LAUNCH AND GROW

Apply at www.venturelab.ch/biotech

BUSINESS CREATION

JUMPSTART YOUR BUSINESS

Are you ready to found your own Biotech Start-up?

Our mission-based Business Creation training will bring your plans to reality!

We will support you to come up with a clear formulation of the unmet medical need and target product profile you plan to address, bringing your idea to the correct regulatory path (CE Marking, FDA). Understand key Biotech business models (e.g. licensing), identify routes to market and reimbursement strategies, set up your product development roadmap (for drugs, vaccines, diagnostics, etc.), design preclinical studies, quality management and certification processes, build you network of Key Opinion Leaders (KOLs), team members and experts, and understand the key elements of Biotech Start-up valuation and financing. Eventually, you will be able to deliver a winning pitch in front of an expert panel.



LAUNCH YOUR MISSION

- Deliver unique customer value
- Master a convincing pitch
- Define your business development plan
- Shape a winning team
- Secure funding for the Start-up phase

5 INTENSIVE HANDS-ON DAYS TO BUILD ON STRONG FOUNDATIONS

DAY 1

- Choose the right market
- Test the value proposition
- Capture your intellectual assets

1ST COACHING SESSION (90 MIN.)

- Personal feedback for your Start-up
- Basic business plan layout

DAY 2

- Present a strong vision
- Win first collaborations and partners
- Get ready for investors

Price: CHF 300.-

(Will be refunded upon successful completion of the course)

www.venturelab.ch/biotech

DAY 3

- Define your value creation process
- Plan your financials and business plan
- Create an attractive teaser for investors

DAY 4

- Grow your management skills
- Integrate co-founders and advisors
- Get your company started

DAY 5

- Build traction
- Exploit sources of funding
- Get funding from investors

2ND COACHING SESSION (90 MIN.)

- Final feedback
- Completed business plan

BUSINESS GROWTH

GROW YOUR START-UP

Have you already founded a Biotech Start-up?

Our mission-based Business Growth training will push your sales and get you funded.

Biotech entrepreneurs and experts will help you build a market entry strategy and generate interest from key industry players. You will learn how to accelerate your Biotech Start-up by improving your direct sales and negotiation skills, using growth management systems, clarifying reimbursement and stakeholder positions, defining early stage deals as well as developing strategic alliances with Big Pharma and distribution partners. Biotech investors and legal experts will help you to set up attractive deals and put your Biotech venture on the map.



EXECUTE YOUR SCALE-UP MISSION

- Build a performing marketing strategy
- Generate leads and drive more sales
- Operate your Start-up professionally
- Grow leadership and management
- Pitch and secure funding for growth

5 INTENSIVE HANDS-ON DAYS TO SET YOUR START-UP ON THE PATH TO GROWTH

DAY 1

- Validate your business model
- Establish market entry strategy
- Identify partners and key accounts

1ST COACHING SESSION (90 MIN.)

- Personal feedback for your Start-up
- Business plan ready for growth

DAY 2

- Build your business development funnel
- Close deals with key accounts
- Engage with strategic partners

Price: CHF 300.-

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DAY 3

- Plan your growth and financials
- Put controls and reporting in place
- Process and quality management

DAY 4

- Manage a growing organization
- Hire and integrate the right people
- Professionalize the board of directors

DAY 5

- Have a solid financing strategy
- Approach the right investors
- Close deals with professional investors

2ND COACHING SESSION (90 MIN.)

- Final feedback
- Next milestones defined

INNOSUISSE START-UP TRAINING FOR ENTREPRENEURS AND START-UPS IN BIOTECH

Innosuisse is the Confederation's innovation agency. Venturelab was commissioned by Innosuisse to execute the training courses in cities all over Switzerland. The mission-based Start-up training enables entrepreneurs to execute their plan and bring their vision to reality. Our trainers – successful entrepreneurs, investors and experts – are here to equip you with the tools to build a world class, winning Start-up.

KEY INGREDIENTS FOR SUCCESS

- Training by entrepreneurs, investors and experts
- Personal coaching and feedback
- Building a network of peers and entrepreneurs



"Innosuisse programs made me understand the value of going global from the start. We now count the world's 15 biggest pharma and biotech companies as our clients."

Jan Lichtenberg, InSphero AG



"The Business Creation and Growth courses equip you with the knowledge and the contacts you need to get your Start-up growing."

Giovanna Davatz, Arktis Radiation Detectors Ltd.



"We were able to reach objectives with our project that would not have been possible without this course's contribution. I strongly recommend it to all those who are interested by entrepreneurship!"

Barbara Maim, Minsh Sàrl

CONTACT

Venturelab Ltd.

startup space

Wiesenstrasse 5

8952 Schlieren-Zürich

Email: philipp.winteler@venturelab.ch

Venturelab Ltd.

EPFL Innovation Park

Bâtiment C

1015 Lausanne

Email: caroline.graf@venturelab.ch



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