

BETP: BIOTECH ENTREPRENEURSHIP TRAINING PROGRAM

BETP: Biotech Entrepreneurship Training Program provides an in-depth introduction to entrepreneurship with a focus on biotechnology/medtech for Masters students and postdocs of biotechnology and related fields (life sciences or health technology). The course will be given in English.

The **teaching team** consists of:

- Dr. Bodo Brückner
- Eva-Maria Gottmann
- Dr. Christian Tidona

Prerequisites: None, except for an interest in entrepreneurship.

You will learn:

- How to set up a business model using the Alexander Osterwalder's business model canvas
- Introduction to the concept of the investor readiness level as applied to different healthtech/biotech segments (e.g., therapeutics, diagnostics, digital health)
- Different sources of capital (debt versus equity) and funding (Angels, VCs, crowd-funding platforms) for startups
- How a Venture Capitalist works
- Different types of intellectual property and their relevance for biotech/medtech
- How to structure and design pitch presentation
- How to present a business idea in front of a critical audience
- How to organize yourself as team by using online collaboration tools

The course follows the schedule detailed below:

- **Introductory Lecture** (2 hours) will introduce the teaching team and our roadmap to the final pitch presentations. Furthermore, participants will be grouped in "founder teams" to jointly work on business ideas. Each founder team will receive a current research article/patent about an invention in the field of life sciences or health technology as a basis for its business idea. The lecture also gives an overview of the structure and design of a pitch presentation, including useful presentation tips (e.g., body language). Finally, we will introduce students to our new BETP web page with lots of helpful information around biotech entrepreneurship.
- **Lecture 1** (2 hours) will teach how to use the business model canvas to design a viable business model with all its critical components, i.e. unique value proposition, customer segments, customer relationships, channels, key partners, key resources, key activities, revenue streams and the cost structure. We will cover market segmentation and differences in customers between therapeutics, diagnostics, medical device and digital health companies.

- **Lecture 2** (2 hours) will introduce sources of capital (grants, equity, debt) with a focus on VCs (how do they work, what are they looking for). Introduction to planning with milestones and value inflection points.
- **Lecture 3** (2 hours) will be split into two different sections. The first one will let you dive into financial accounting basics which will be helpful for creating the financial part of your pitch presentation. The second part is dedicated to the question how you can successfully implement communication and collaboration tools for your team both for internal and external communication purposes.
- **Presentation round 1** (1.5-3* hours): Teams will give their pitch presentations (15 min) with a subsequent Q&A and feedback session of 30 min per team.
- **Presentation round 2** (1.5-3* hours): Teams will give their pitch presentations (15 min) with a subsequent Q&A and feedback session of 30 min per team.
- **Presentation round 3** (1.5-3* hours): Teams will give their pitch presentations (15 min) with a subsequent Q&A and feedback session of 30 min per team.

* depends on the number of participants