

WEEK'S AGENDA

MONDAY

- **Overview: Global BioBusiness**
J. Zuercher, Ernst & Young SA
- **Drug Development and Clinical Trials**
R. Fariello, Neurotune SA
- **Case Studies**
R. Fariello, Neurotune SA
- **Special Lecture**
A. Lanzavecchia, IRB
- **Assessing Technology & Market Opportunities**
S. Mehta, Rensselaer Polytechnic Institute
- **Evolution of Business Models**
S. Mehta, Rensselaer Polytechnic Institute
- **BioTalk: Start up Phase & Opportunity Recognition**
A. Barberis, TeLoRmedix SA
- **BioProject: Participants' Projects**

TUESDAY

- **Start-up an Opportunity**
S. Mehta, Rensselaer Polytechnic Institute
- **Business Plan**
L. Leoni, TeLoRmedix SA
- **BioProject: Participants' Projects**
- **Entrepreneurial Models in Global Markets**
S. Mehta, Rensselaer Polytechnic Institute
- **Vertical Markets in Life Sciences Industry**
S. Mehta, Rensselaer Polytechnic Institute
- **BioTalk with BioEntrepreneurs**
- **BioProject: Participants' Projects**

WEDNESDAY

- **Good Clinical Practice: EU Clinical Trials Directive**
D. Chase, Clinrex GmbH
- **Registration in Europe**
U. Granzer, Granzer Regulatory Consulting & Services
- **Case studies**
E. Braglia, Senexta Therapeuticcs SA
D. Chase, Clinrex GmbH
- **BioProject: Participants' Projects**
- **Intellectual Property Rights**
S. Grimm, E. Blum & Co AG
- **Principles of Project Valuation**
F. Franzoni, USI, IFIN
- **Valuation & Negotiation in Life Sciences**
B. Bogdan, avance GmbH
- **BioProject: Participants' Projects**

THURSDAY

- **Venture Capital for Early-Stage Opportunities**
J. Besse, Orion Healthcare Equity Partners
- **Fundamentals of Sales & Marketing**
R. Cervini, Helsinn Chemicals SA
- **Sales Pitch**
L. Leoni, TeLoRmedix SA
- **BioProject: Participants' Projects**
- **Financing and Investor Relations**
L. Leoni, TeLoRmedix SA
- **Stages of the Investment Process**
J.-P. Tripet, Venture Associates AG
- **BioTalk with BioInvestors**
- **BioProject: Participants' Projects**

FRIDAY

- **Exit Strategies and Case studies**
F. Degeorge, USI, IFIN
- **Participants' Presentations**
- **Feedback and Closing Remarks**

FEES AND CONTACT DETAILS

CHF 2'900.-
Registration fees include tuition, hospitality (all lunches, coffee breaks and the evening event), and all educational materials.
Fees are payable in advance on receipt of confirmation of registration.

Venue
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Università della Svizzera italiana

BioBusiness

Advanced short course on BioEntrepreneurship at USI

LUGANO: 7-11 JUNE 2010



COURSE OBJECTIVES

This is a one-week comprehensive course aimed to promote entrepreneurship in the field of Biotechnology. It provides an in-depth understanding of what it takes to set up and finance successful biotechnology companies in Europe.

Extensive discussions and case studies will emphasize the challenging issues that are critical to this relatively new market opportunity.

During the week, participants may draft a plan for developing a new opportunity in their area.

Participants will be given guidance on how to take on leadership roles in their communities, to start and fund their own business, or play a more active role in investing in life-sciences ventures.

WHO SHOULD ATTEND?

The course is tailored to the needs of individuals planning to create, finance and invest in or support successful biotechnology companies. Our target public includes:

- Scientists and engineers wishing to commercialize drugs and technologies
- Entrepreneurs and managers from pharmaceutical or biotech companies who wish to explore and gain an insight into the global biotechnology sector
- Investors interested in developing life sciences enterprises
- Government and agency staff engaged in supporting entrepreneurship and technologies applied to the life sciences

The number of participants is limited to 30.

STRUCTURE AND CONTENT OF THE COURSE

The course is organized in modules with emphasis on Life Sciences, Entrepreneurship and Venture Finance. A wide-ranging overview of the segments of the life sciences industry will help orient entrepreneurs and investors.

Participants will be trained on how to start and finance a BioBusiness. The teaching program also includes the mandatory regulatory and legal frameworks that are instrumental in the BioBusiness.

Working in teams participants will be asked to design and develop a plan for developing new business concepts. Teams will tackle an eminently interdisciplinary project, requiring contributions from various disciplines and offering excellent opportunities for knowledge and skill enhancement. Participants will prepare and pitch an executive summary at the end of the course.

Lectures will be complemented by case studies and extensive discussions. Participants will prepare and present an executive summary at the end of the course.

Participants will be able to interact and network with biotechnology entrepreneurs and investors.

Lectures and seminars will be held by a world-class team of lecturers and instructors from industry, academia, and venture capital.

