

Guidelines Entrepreneurship Programme

The purpose of this document is to serve as a brief overview of the themes or topics that can be covered within the Entrepreneurship courses aimed at young researchers at life science research institutions and universities. The original programme and materials for the ENABLECARES Entrepreneurship programme were developed through a co-creation process between members of the consortium of institutions participating in the H2020 project ENABLECARES. In particular, contributions from Prof. Robert Kok (Radboud University), Prof. Paul Ligthart (Radboud University), Dr. Marzia Fumagalli (Istituto Europeo di Oncologia Srl), Mariana Soffia MSc (IRB Barcelona) and Dr. Alba Olivares (IRB Barcelona) are gratefully acknowledged.

1. Course Goals

The Entrepreneurship & Innovation training course has been optimised for biomedical researchers. It seeks to empower junior scientists by giving them the tools to explore their potential as entrepreneurs in the life sciences and their interest in pursuing careers in business or innovation management, thereby increasing their employability in academia and beyond. After completing the course, participants will be familiar with the process of defining a business plan and will have the skills needed to apply strategy, marketing, finance, and innovation concepts to support critical strategic decisions regarding the start of a new business.

2. Course Scope

- Acquire insights regarding strategy, marketing, finance and innovation concepts relating to the creation of a new business in the life sciences high-technology markets.
- Learn to apply these concepts to analyse the challenges encountered by entrepreneurs when starting a business in a high-technology / high-service context in life sciences.
- Learn to substantiate the critical decisions underlying the development of a feasible business plan.

3. Modules and Content – Overall structure

Module 0. Welcome & Self-Assessment

- Introduction and practicalities.
- Starting a new business in the life sciences.

Module 1. Basics of Entrepreneurship & Innovation

- Introduction to Innovation Management and Entrepreneurship.



- Product development process.
- From your life science idea to a product.

Module 2. Product Development: Customer value proposition, analysis & strategy

- Developing the organisation & from Start-up team to scale-up organisation.
- Developing a customer value proposition, industry, market and competitor analysis, marketing strategy and mix.
- Introduction to the formal requirements of your institution.

Module 3. Technological Development & IP Management

- Intellectual Property: basics & management.
- Introduction to technological development.
- Legal aspects, cost of registration, and understanding risks.
- Relation with the strategy.

Module 4. Organisation, Team Development, Key partners, Funding & Financials

- Team management.
- How to calculate the amount of funding needed.
- Operations: understanding the work process, viability of large-scale production, and manufacturability.
- Which key partners should be involved? Outsourcing.

Module 5. Business Plan & Reflection

- Developing the business plan.
- How all the topics covered on the course are linked.
- Presenting and discussing the consistency of your idea.
- Reflection on the course.

4. Minimum Recommended Workload

- 6.5 hours of Lectures
- 7 hours of Workshops
- 12 hours of Assignments

Free additional training materials are available but limited to academic, non-commercial use. Please contact ENABLECARES for access to these materials and further guidance regarding starting your own Entrepreneurship programme at your institution: <https://enablecares.eu/contact-us/>

