

**Compact Course / Blockseminar
for Students and Postdocs
in Life Sciences and Health Technology**

Biotech Entrepreneurship Training Program (BETP)

Tidona / Voss / Brückner / Bechtel / Gottmann / Wölfl / Holstein

Program:

- 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 compact course comprises the following elements:
 - **Introduction** (2 hours) on how to develop and present a business idea
 - **2 Lectures** (2 hours each) covering the business model canvas (approved in many courses at Stanford University, Columbia University, and MIT), innovation management, the concept of product-market fit and the basics of startup financials
 - **3 Sessions** (2-3 hours each) with team presentations (15 minutes presentation and 30 minutes Q&A per team)

Goals:

- Generation of a basic understanding of intellectual property, innovation, and economic value creation from academic research results
- Development of a viable and compelling business idea
- Presentation of the business idea in front of a critical audience

Dates:

- Introduction: **Wednesday, May 07, 2014, 16.00-18.00 h**, Conference Center, Heidelberg Technology Park, Im Neuenheimer Feld 582, Room „Europa“
- Lectures/Sessions:
 - **Lecture 1:** May 21, 2014, 16-18.00 h, Conference Center, Heidelberg Technology Park, Im Neuenheimer Feld 582, Room „Europa“
 - **Lecture 2:** June 04, 2014, 16-18.00 h, Room: tba
 - **Presentation round 1:** June 25, 2014, 16-18.00 h, Conference Center, Heidelberg Technology Park, Im Neuenheimer Feld 582, Room „Europa“
 - **Presentation round 2:** July 02, 2014, 16-18.00 h, Conference Center, Heidelberg Technology Park, Im Neuenheimer Feld 582, Room „Europa“
 - **Presentation round 3:** July 04, 2014, 16-18.00 h, Conference Center, Heidelberg Technology Park, Im Neuenheimer Feld 582, Room „Amerika“

Number of Credit Points (for students): **2**

Contact Details:

Dr. Christian Tidona
BioRN Cluster Management GmbH
Im Neuenheimer Feld 582
69120 Heidelberg
Tel.: +49 (6221) 65578-18
Fax: +49 (6221) 65578-11
E-Mail: ct@biorn.org