

A joint initiative by

Berlin

iBIH Berlin Institute
of Health
@Charité

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JGU UNIVERSITÄTS**medizin.**
MAINZ

November 2023

National Workshop Series

GeneNovate: Empowering Innovators and Entrepreneurs in Gene and Cell Therapies

Overview on the German cooperation program to promote healthcare entrepreneurship

Objective of this presentation

Introduce the German Cooperation on **Healthcare Entrepreneurship Program** with focus on Biotech/ **Gene and Cell Therapy & Diagnostics:**



National Workshop Series

GeneNovate: Empowering Innovators and Entrepreneurs in Gene and Cell Therapies

In 2024 the **Berlin Institute of Health**, the UnternehmerTUM / **TUM Venture Labs Healthcare in Munich** and the **Universitätsmedizin Mainz** are piloting the first education program

If you are interested in letting your PhDs/Postdocs participate in the program pilot, ...

... please let us know and we will share with you a digital information sheet ...

... which you can share with your PhDs/Postdocs through your channels, joint info events, etc.

Each phase of the startup funnel addresses specific needs of founders & startups

Entrepreneurship-Program

Entrepreneurship Education

Create excitement
Build knowledge about entrepreneurship

National Workshop Series

GeneNovate:
Empowering Innovators
and Entrepreneurs
in Gene and Cell Therapies



Entrepreneurship Idea validation

Value proposition
Clinical value
Scrutinize USP
IP strategy
Business model validation (V0.1)
Define strategy
Build right team
Founding process
etc.

Entrepreneurship Incubation

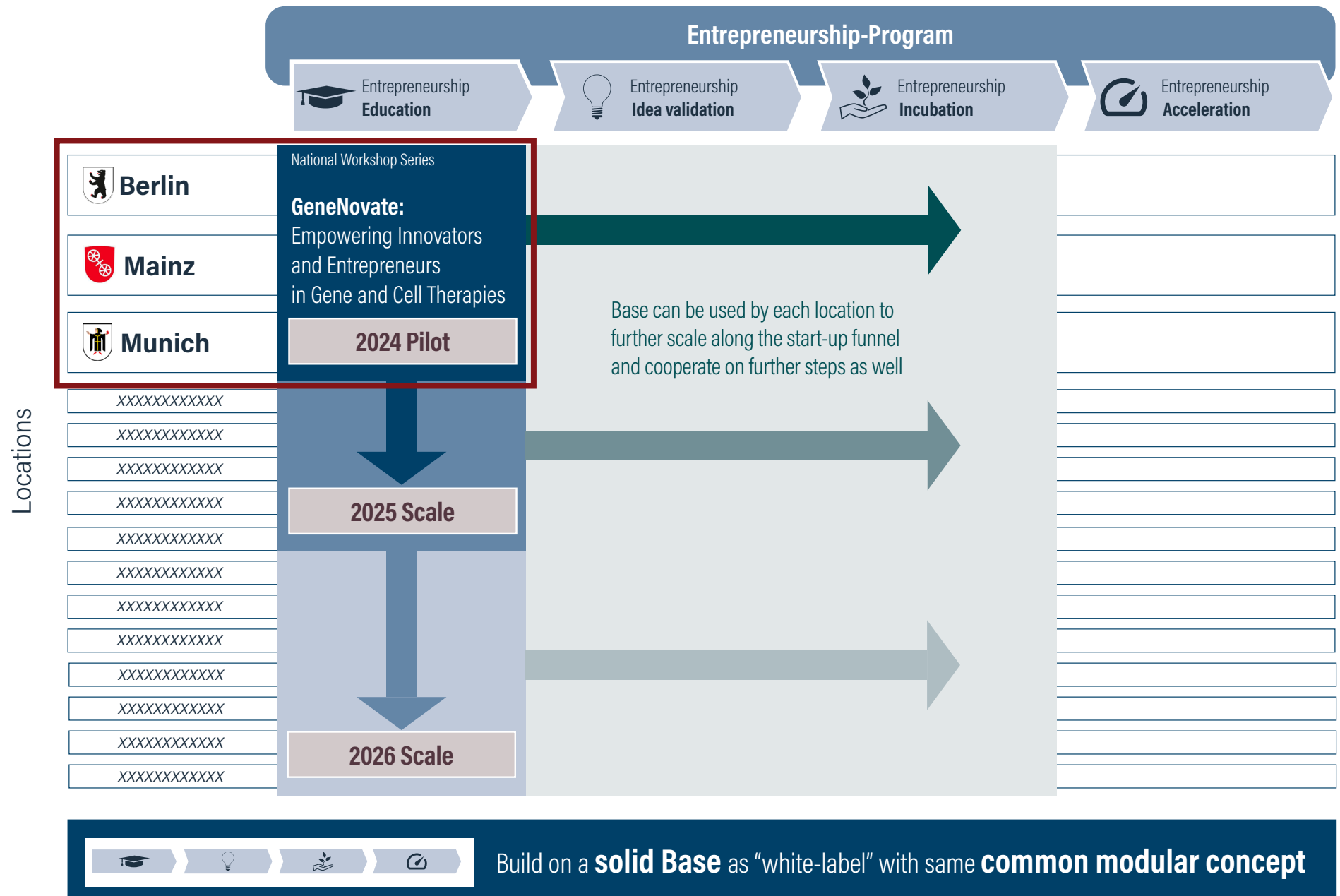
Proof of Concept
Prototype
Test with pilot users
Business model validation (V1.0)
Go-To-Market
Product road map
Business & investment case
Pre-clinical proof or Minimal Viable Concept
Early financing rounds
etc.

Entrepreneurship Acceleration

Commercialization
Grow & scale business
HR & growing team
Internationalization
Certifications & approvals
Professionalize processes
Establish IT systems
Large financing rounds
etc.



The 2024 pilot addresses the first level of the start-up funnel

After the 2024 pilot, the program will be scaled across further locations in 2025 and 2026

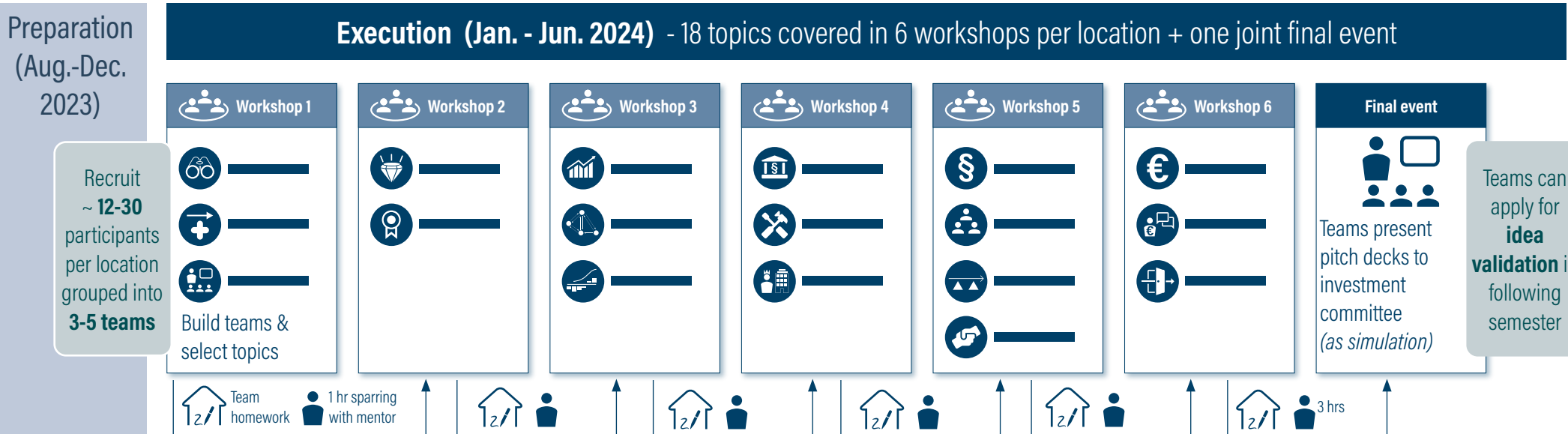


Cornerstones of the education program:

Timing: prepare in 2023, execute January - June 2024

 Entrepreneurship Education	Audience	Objective	Format
<p>National Workshop Series</p> <p>GeneNovate: Empowering Innovators and Entrepreneurs in Gene and Cell Therapies</p> 	<p>PhDs, PostDocs in Medicine, LifeScience, Biotech, Bioinformatics, MedTech, Digital Health ... with focus on Gen & Cell Therapy & Diagnostics</p>	<p>Create excitement for & knowledge about entrepreneurship</p>	<p>Entrepreneurship course with 6 workshops à 6 hrs & example pitch preparation in team with final pitch event</p> <p><i>Workshops (WS) in each location</i> <i>3 x 6 WS = Σ 18 WS</i></p>

 Participants receive an official certification upon completion



18 topics to be covered in the workshops



Introduction to Entrepreneurship



Create your business model



Team management



Changing the Healthcare Industry



Build your business case



Project management



Creating & presenting pitch decks



Regulation



Establish and manage partnerships



Value propositions
& Business Model Canvas



Develop your product/solution



Financing and funding



IP-Protection & Management
(operational & strategic)



Go-to-Market:
Understand and win customers



Investor discussions & negotiations



Analyze your market

















Legal foundations for start ups



Exit options & strategic value

Guest experts / organizations join specific sessions to share their experiences and tips from the practice

Guest startup/organization	
  	
 	
 	
 	
 	
 	

 IP-Protection & Management (operational & strategic)

TTO (Technology Transfer Office) of the respective University / University Hospital ideally join the session and explains the specific administrative procedure and contact persons. Ideally a **patent lawyer** joins as well.

 Regulation


A **Regulation expert** or representative from a notified body or regulation authority presents or joins the session

 Legal foundations for start ups

An **attorney** with experience in supporting startups presents or joins the session

 Go-to-Market: Understand and win customers

A **pharma person** with experience in market access / GTM and sales partnerships with startups ideally joins the session

 Establish and manage partnerships

A **company** with experience in collaborating with startups ideally joins the session

 Financing and funding

A **venture capital** firm or a **business angel** ideally joins the session

 Investor discussions & negotiations

Guest startups in each workshop make the lessons tangible and create excitement & motivation to follow example

Workshop 3

Quick feedback on homework slides

Analyze your market

Create your business model

Build your business case

Ending every workshop with startup Q&A

Guest startup/
organization

Share war stories, high- & low-lights,
Give tips, dos & don'ts
Share motivation
etc.

Explain theory and concept

Mapping Value flows is important to understand validity of your business model

2. Map Value flows

Important to understand Reimbursement rates and cost structures in your segment!

WTP-based pricing must take 3 dimensions into account

7. Define Pricing Model

Competitors' offering

1. Market pricing
2. Customer / deal specific pricing

Value for customer

Cost

What monetization mechanism?

Payment cycles

Recurring revenue

Licensing model

Up- & Cross-selling

Commission / Value Added Reseller

Illustrate with startup example

Example of value flow

2. Map Value flows

Stepwise value chain towards the individual patient

Example of applying a differentiated pricing model

Our hybrid revenue model of Annual License Subscription + Usage Based Pricing meets every user's needs and enables scaling with a customer

PREPAID ANNUAL SUBSCRIPTION

- Virtual Patient
- Virtual Patient
- Virtual Patient
- Virtual Patient
- Virtual Patient

USAGE BASED PRICING

- Virtual Patient
- Anatomical Measurements
- Custom Simulation Setup
- Simulation Credits

Example of applying a differentiated pricing model

Cross-Selling & Up-Selling throughout the product-life-cycle

8

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Activities of the "Final Event" are structured into 2 parts

Final event



14:00

Part 1 for Program Participants

Teams present their prepared pitch decks to investment committee (as simulation), get practical experience and receive feedback

17:15

Networking of program participants across three locations

18:00

Public part 2 including guest groups

Building stakeholder **ecosystem networks** for the entrepreneurship cooperation program

Networking for all participants

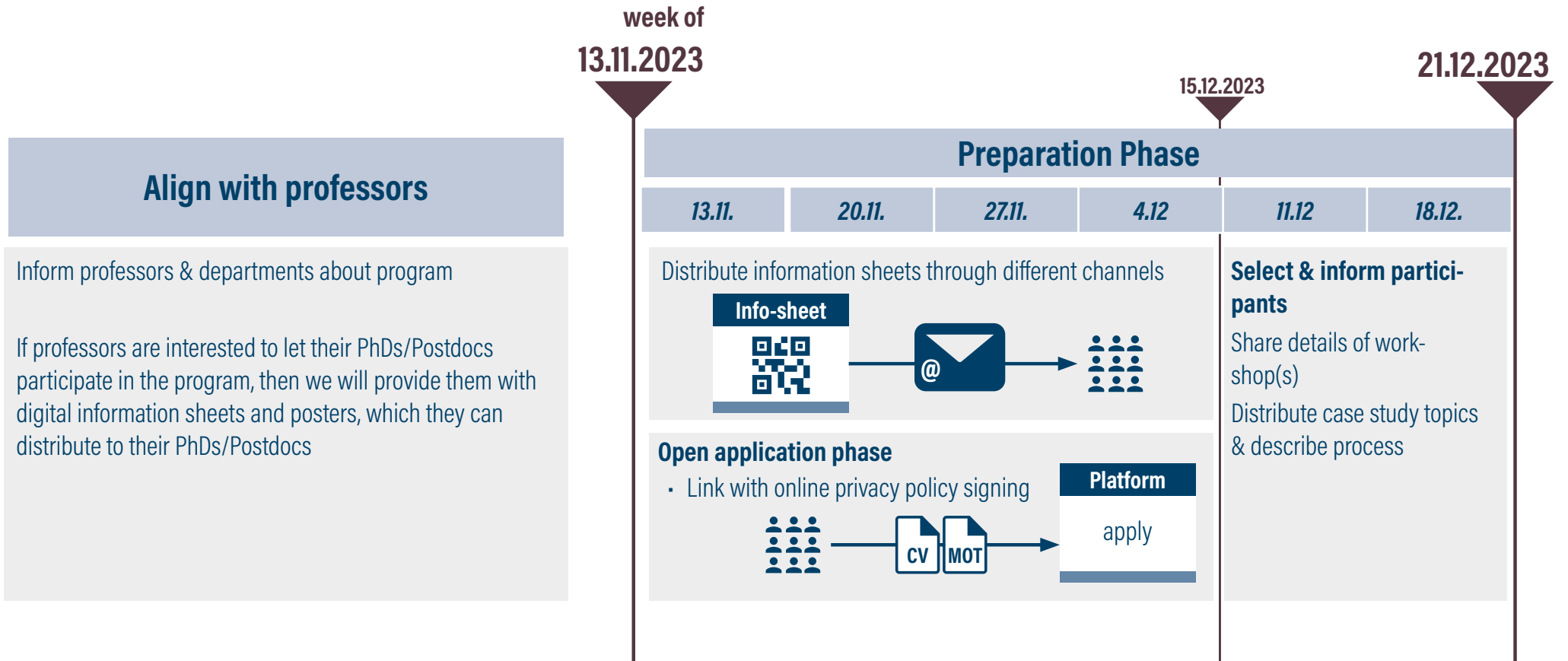
Create interest with business and investor community to cooperate and/or sponsor the program

Create awareness of program through different media channels & press articles

22:00



Timeline for PhD/PostDocs participants to apply to program



Would you and your department be interested to participate in the program?

If yes, ...

... what channels could be used to communicate to your PhDs/Postdocs to inform them about the Entrepreneurship Education Program?
(email lists, intranet-forums, LinkedIn Groups, courses, Posters ...)

If your PhDs/PostDocs would want to participate they should be exempted to participate in one 6 hour workshop per month (January - June) would that be fine for you?

Do you know of any colleagues who might be interested to participate in the program as well?

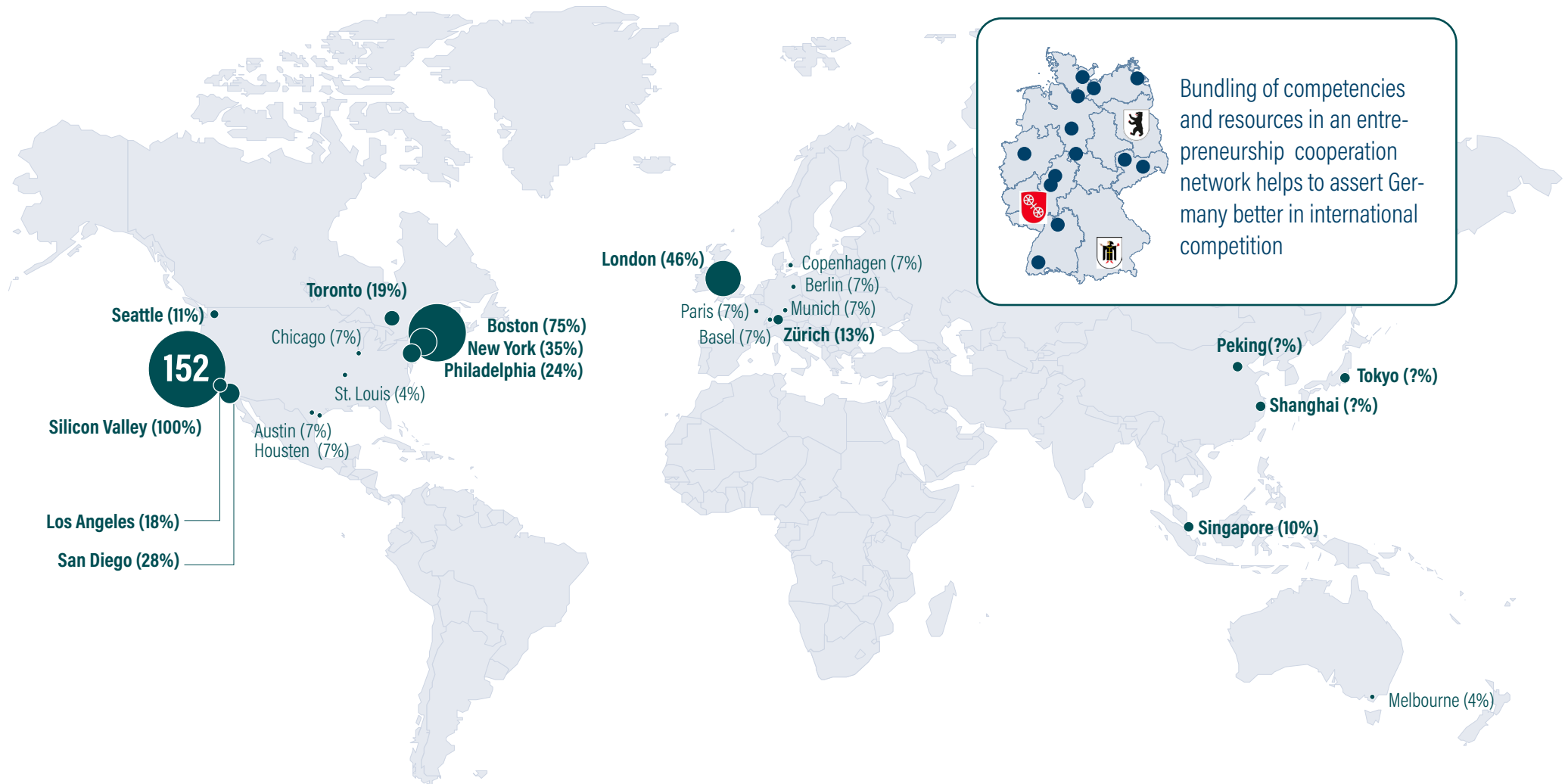
The flyer and poster are attached as pdf document to the mail

BACKUPS

Entrepreneurship cooperation helps Germany to strengthen its international competitiveness

Top global biotech startup hubs

Source: StartUS-insights.com (July 2020)



Bundling of competencies and resources in an entrepreneurship cooperation network helps to assert Germany better in international competition

● = # of biotech startups (X%) = Percentage compared to largest hub Silicon Valley

Summary: Multi-perspective advantages of a joint entrepreneurship cooperation in the healthcare sector



Founders

Access to a larger network of mentors and experts

- Higher chance of finding suitable experts for individual/specific questions

More contacts with institutions and companies

- Options for strategic partnerships and investors, pilot customers, commercialization start, and much more

Access to more patients, doctors and clinics

- Expert discussions, user-friendliness, data Pre-clinical studies, participants in clinical trials, etc.

Founder-peer networks are the most valuable help in every phase of a startup's development

- Exchange on start-up ideas, current challenges, regulations, funding opportunities, contacts and much more

Enable coordinated programs (education-validation-incubation-acceleration)

- Larger peer networks through mutual program participation (team assignment and team networking)
- Find complementary teams (synergies: clinical trials, product development, market entry, marketing, etc.)

Program participation certificate as a "seal of quality" for financing rounds

Doctors - Researchers

Benefits of Entrepreneurship Education and Validation Programs

- Creates enthusiasm for and knowledge about entrepreneurship
- Opens up opportunities to bridge the gap between patient care and research participation

More contacts to suitable mentors, institutions and companies

- Options for strategic partnerships and co-financing.
- Help from experienced mentors in initiating and implementing

More networking options with each other

- More sparring and mutual support in research, founding or implementing projects that arise from the clinic

Use of the respective location strengths and expertise

- Benefit from cost synergies, success rate of joint grant applications, acceleration of projects

Locations (Mainz-Berlin-Munich)

Benefits of joint entrepreneurship programs ("education-validation-incubation-acceleration")

- Shortening the learning curves in the design of the programs
- Mutual use of mentor-, expert- and investor networks
- Mutual support and intervention in the event of unforeseen bottlenecks/ short term dropouts

Use of common modular "content building blocks"

- The 18 topics of the entrepreneurship programs are particularly complex in the healthcare sector
- Joint development/updating of the module modules is efficient and mentors can further individualize them.

Variety of topics allows local topic expertise

- Leverage focus across the network

Investors & Business

Increased willingness to co-finance due to greater reach when identifying

- Startups that fit their own strategy
- Research projects with which they can cooperate

Cross-border networking with mutual exchange

Expansion of investment opportunities and risk diversification in corporate venturing

Greater willingness to enable their own employees to work as mentors

Sponsorship of events or programs has a stronger marketing effect

Patients, relatives and self-help groups

Faster translation of new findings into translational medicine

- Improvement of quality of life, more chances of early detection, slowing down progression, healing

Higher chances for the diagnosis and treatment of rare diseases

- Interesting niches for startups and more synergies between more complementary teams

Exchange, networking, support between several clinics, stronger involvement

- Stronger leverage in protecting patients' and data's rights
- More participation in the design and design of medical research

