



# ENTREPRENEURSHIP IN HEALTH AND LIFE SCIENCES

PhD Course at AMC

## **DO YOU WANT TO LEARN ABOUT ENTREPRENEURSHIP AND INNOVATION WITH A SPECIAL FOCUS ON HEALTH AND LIFE SCIENCES?**

- About business opportunities, value capturing, spin offs, patents and competition?
- About (open) innovation, funding and strategies?
- About the feasibility of entrepreneurial ambitions?
- About becoming a life science entrepreneur?

## **WELCOME TO THE WORLD OF SCIENCE AND BUSINESS!**

This two day course offers knowledge and practical insight at the same time.

You have the option to only follow the lecture program, but are encouraged to take up an optional assignment to work out your own business case; individually or in small groups.

▶ **DETAILED  
PROGRAMME**

# ENTREPRENEURSHIP IN HEALTH AND LIFE SCIENCES

## PhD Course

### DAY 1 - MAY 14, 2013

#### Entrepreneurship in Health and Life Sciences

Innovation and its success factors

- prof. dr. Enno Masurel, Entrepreneurschip VU

#### Corporate Entrepreneurship

Entrepreneurial zest and corporate strength

- Rein Denekamp MSc, Consultant  
Entrepreneurship and Business Development

#### From Science to spin-off - from AIO to CEO

IP, protection, patents, funding, licensing, spin-off generation, including examples of AMC/UvA/VU/VUmc spin-off initiatives

- dr. Joris Heus, director Bureau Kennistransfer UvA

#### Commercializing emerging life science technologies

E.g. stem cells, precision/personalized medicine, targeted and immune therapy

- Tim Moser MSc MBA, Business development manager, Neuroscience Campus, VUmc

#### From a tiny array-spot to the FDA and then some...

A scientist's personal view on setting up a spin-off company

- prof. dr. Yigal Pinto, Cardiology, Head AMC Heart Failure Center

#### Winner last year's pitches

How to build a business case on your own research topic?

- Arthur Kievit, MSc. M.D. PhD student, AMC department Orthopedics

### DAY 2 - JUNE 18, 2013

#### Tools, a Harvard Business Case in Entrepreneurship

Value capture, competition, negotiation

- dr. Chihmao Hsieh, assistant professor of Entrepreneurship UvA

#### Pitch training

Tips and tricks for pitching a business idea

- dr. Chihmao Hsieh

#### Discussing and improving the business cases (optional assignments)

- with business coaches Enno Masurel, Joris Heus, Chihmao Hsieh and Bart Sutorius

#### Pitch competition

of top five business cases in front of an expert panel including dr. Wil Hazenberg, venture capitalist at Bio Generation Ventures

### BETWEEN DAY 1 AND 2

Work out a business case assignment (optional)

### COURSE COORDINATOR

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### MORE INFORMATION

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amc.nl/web/Onderwijs/PhD/PhD-Course-Program/Courses.htm of ace-amsterdam.org