
[BERLIN! International Life Science Business Strategy Training on
“Innovative Business Solutions and Smart Financing”](#)

Date:

Thursday, 12.10.2017

Time:

08:30 - 17:00 CEST

Location:

Berlin, Germany

Host:

Berlin Partner für Wirtschaft und Technologie

Speaker:

Various



The European IPR Helpdesk in collaboration with Berlin Partner and Fit for Health 2.0 is organising a full-day training taking place in Berlin on October 12, 2017.

The event will be tailored to executive representatives of high-tech and research-intensive SMEs of all health-related sectors, such as pharma, biotech, med-tech, therapeutics, diagnostics and e-health.

The workshop supports high-potential SMEs to assess and commercialise their groundbreaking innovative ideas for products, services or processes that are ready to face global market competition. The event is particularly well-suited for SMEs interested or already participating in EU funding schemes, e.g. the Horizon 2020 – SME instrument.

The training will focus on aspects and challenges that executives typically face when developing their technology, products and organisation. You will be introduced to the principles of valuation and negotiation with equity investors in life sciences, followed by a case study in which the valuation of a drug in development and the negotiation of a fair licensing deal will be simulated. Further case studies will also help to understand how to avoid pitfalls and which IP needs to be considered for your business planning including “Freedom to Operate”. Moreover, writing and communicating your business plan will be a topic on the agenda.

[Registration](#)

As this hands-on, interactive training is restricted to 40 participants, you will be asked to provide further information about your company during your [registration](#). The registration follows the “first come, first served” principle and you have to be a registered user on the Fit for Health 2.0 website to proceed! Please login or create a new account.

Please note that the training is not open to consultants.

[Location](#)

For any questions please contact:

Juliane Roßbach, Eurice – European Research and Project Office GmbH

Email: j.rossbach@eurice.eu, phone: +49 30 374415837

Related Documents

[agenda_strategy_training_12_october_2017_draft.pdf](#)

[Calendar](#)