

## PRBB Intervals Course Proposal

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### Course Title

Business opportunities in science and beyond

### Proposed date(s)

February 2018. All days from 14:00 to 18:00

### Course Language

English

### Course Leader(s) and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)

Reimund Fickert

Reimund Fickert has been director of projects of the PRBB since March, 2003. In this position he is responsible for activities in the areas of science support, communication, and business development.

### Rationale for course (why is this course of interest for the PRBB staff?)

90% of the PhD students today will work in biotech companies and technology start-ups or collaborate closely with them at one point of their professional career. It is an industry sector, which is closely related to biomedical research. This course provides an overview of the sector and insights on entrepreneurship, intellectual property rights and financing of start-up companies.

### Course aim – general

Participants will learn the basics about business plans, patents, venture capital and opportunities in the life science sector.

### Specific learning outcomes (what new skills, knowledge &/or attitudes will participants to take away from the course?)

- Getting to know the life science sector
- Learning how to read patents and search patent data bases for research relevant information
- Understanding different types of financing from venture capital to crowdfunding
- Elements of a business plan and how to develop commercial ideas

### Course contents (outline of topics to be covered)

- Review of the most relevant data of the sector
- Different business models and types of biotech companies
- How to develop a commercial idea into a start-up company
- Basic insights on intellectual property, patents and licensing
- Financing possibilities in the life science and biotech sector

### Training methods

- Lectures
- Group work
- Case studies
- Role play

**Target group in PRBB (Senior scientists, postdocs, predocs, management/admin staff, all residents)**  
All residents

**Number of participants (maximum)**  
15

**Total course hours (Please specify: a) direct training with instructor present b) required self-study.**  
Note: only the direct training hours will be included in the post-course certificate.

- a) 12 hours
- b) 3 hours

**Distribution of course (hours/days)**  
3 sessions of 4 hours each

**Pre-course preparation and/or between sessions?**  
Between sessions: develop business ideas

**Material participants need to bring (laptops, etc...)**  
No

**Relevant background reading/ audiovisual/websites or other materials**

- <http://www.ey.com/Publication/vwLUAssets/EY-beyond-borders-2016/%24FILE/EY-beyond-borders-2016.pdf>
- <http://informe.biocat.cat/en>
- <https://worldwide.espacenet.com/>
- <https://www.thebalance.com/top-suggestions-for-financing-a-startup-375549>
- <https://strategyzer.com/canvas/business-model-canvas>