

## **Charité Biomedical Entrepreneurship Summit**

*Robert Koch Lecture Hall, Dorotheenstrasse 96, 10117 Berlin  
Berlin, March 23-24, 2009*

---

### Co-Chairs:

Prof. Dr. Annette Grueters-Kieslich, Dean, Charité – Universitätsmedizin Berlin  
Lesla Mitchell, Vice President, Ewing Marion Kauffman Foundation, Kansas City  
Stephan Gutzeit, Executive Director, Stiftung Charité, Berlin

---

### Project Management:

Friederike Hoffmann, Stiftung Charité, Berlin

---

### Host Institutions:



## **Charité Biomedical Entrepreneurship Summit**

---

- 10:00-12:00 First Biomedical Entrepreneurship Competition: Elevator Pitch and Q & A for Short-listed Candidates (by invitation only)
- 11:00 Registration Opens For Late Registrants  
Payment of Registration Fee (if applicable)  
Optional: Tour of Robert Koch Museum (inside the building)

### **Monday, March 23: Entrepreneurship: From Bench to Bedside**

- 13:00-13:30 Welcome and Opening Remarks
- 13:30-14:30 Biomedical Entrepreneurship at French Universities
- 14:30-15:00 Success Factors in Biomedical Entrepreneurship
- 15:00-16:00 Coffee Break*
- 16:00-16:30 Creating Infrastructures to Support Entrepreneurship in European Biotechnology
- 16:30-18:00 Panel 1: Improving Technology Commercialization
- 16:30-18:00 Panel 2: Successful Development of Incubators and Research Parks: Best Practices
- 16:30-18:00 Panel 3: Risk Assessment
- 18:00 Award Ceremony: First Biomedical Entrepreneurship Competition
- 18:30 Wrap up and Leave for Dinner
- 19:00 Reception & Dinner
- 19:30 Dinner*

### **Tuesday, March 24: Planning, Financing, and Product Design**

- 8:30-9:00 Buffet Networking Breakfast*
- 9:00-9:45 Professional Networking
- 9:45-12:00 Determining Success and Failure: Lessons Learned in the U.S., Europe, and Germany
- 12:00-13:30 Box Lunch*

## Charité Biomedical Entrepreneurship Summit

---

13:30-15:30 Focus 1: Plan Your Business – What is Different for Life Science?

13:30-13:50 Define Your Goals

13:50-14:20 Market Value and Market Access

14:20-14:50 Ownership: Patents and Licenses

14:50-15:10 Introducing Your Best Friend, Your Competitor  
Or: Collaboration vs. Competition?

13:30-15:30 Focus 2: Develop Your Product

13:30-13:50 Introduction and Implementation of Innovations

13:50-14:20 Medtech Case Study

14:20-15:10 Design Thinking

*15:10-16:30 Coffee Break*

16:30-18:45 Financing

16:30-17:10 Introduction: Where the Money Comes From

17:10-17:40 Winning Competitions: Seed Money, Business Plans, and  
What to Do with a Winning Horse

17:40-18:00 Public High Tech Funds

18:00-18:45 Panel: Raising Venture Capital: Risks and Opportunities for  
Your Business

*18:45-19:00 Conference Concludes*

*19:00 Networking Dinner at Charité Midtown Campus, Berlin Medical History Museum, Rudolf  
Virchow Lecture Hall "Ruin"*