

STIFTUNG CHARITÉ

Charité Entrepreneurship Summit 2010

CHARITÉ ENTREPRENEURSHIP SUMMIT

March 15th - 17th, 2010, Berlin at Forum 3, Campus Virchow Klinikum

SUMMIT 2010: Day 1, March 15:

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| 10.00-11.00 | Registration |
| 11.00-11.30 | Opening Session |
| • 11.00 | <u>Annette Grueters-Kieslich, Lesa Mitchell, Stephan Gutzeit</u> : Welcoming Remarks by Co-Chairs |
| 11.30-12.30 | Keynote Presentations |
| • 11.30 | <u>Karl Max Einhaeufl, CEO, Charité</u> : "Entrepreneurship at the Charité." |
| • 12.00 | <u>Ludwig Georg Braun, CEO, B. Braun Melsungen AG, Melsungen/ Germany</u> : "The Future of Medicine and How Academia and Business Can Work together to Shape it." |
| 12.30-13.00 | Presentation |
| • 12.30 | <u>Gil Granot-Mayer, General Counsel, Yeda Research and Development Co. Ltd., Weizmann Institute of Science, Rehovot/ Israel</u> : "Building an Academic Innovation System: Lessons Learnt at the Weizmann Institute of Science." |
| 13.00-14.00 | Networking Luncheon |
| 14.00-14.30 | Presentation |
| • 14.00 | <u>Lorraine Anderson, Fund Manager, Medical Research Council Technology, London/ UK</u> : "The MRC Development Gap Fund and the Promise and Pitfalls of Pre-Seed Funding." |

14.30-16.00 Working Groups Part 1 (details see below)

- Group A: How to Build a Strong Brand: Entrepreneurial Marketing (Kursraum1)
- Group B: How to Set up Your Firm: Business Basics and German Company Law (in German) (Kursraum 2)
- Group C: How to Build an Innovation System: The Do's and Don'ts of Incubation (Hörsaal 3)
- Group D: How to Combine Academia With Entrepreneurship: No Conflict, No Interest? (Hörsaal 1+2)
- Group E: How to Enable Private Investment: The Role of the State (Seminarraum 2)

16.00-16.45 Coffee Break

16.45-18.15 Presentations

- 16.45 Frank Douglas, President and CEO, Austen BioInnovation Institute, Akron/ USA; Senior Fellow, Kauffman Foundation, Kansas City/ USA: "Advances in Biomaterials and How to Realize their Commercial Potential."
- 17.15 John W. Mullins, Entrepreneur and Assoc. Professor of Management Practice, London Business School; Director, LBS Entrepreneurship Summer School, London/ UK: "The New Business Road Test – What To Do Before You Write a Business Plan."
- 17.45 Michiel de Haan, Founder, Atlas Venture; Founder and General Partner, Aescap Venture, Amsterdam/ Netherlands "Confessions of a Venture Capitalist: The Ten Biggest Mistakes in Financing your Start-up and How to Avoid Them."

18.15 Leave for Dinner

19.00 Reception

19.30 Dinner

Dinner Speaker: Goetz Werner, Entrepreneur and Founder, dm Drogeriemarkt GmbH & Co. KG; Professor for Entrepreneurship, Karlsruhe Institute of Technology, Karlsruhe/ Germany: "Warum wir temperamentvolle Unternehmer brauchen?" (in German with simultaneous translation).

SUMMIT 2010 Day 2, March 16:

08.00-08.45 Networking Breakfast

08.45-10.15 Presentations

- 08.45 Michal Preminger, Senior Director of Business Development, Harvard University, Cambridge/ USA: "From the Harvard Lab to the Real World."

- 09.15 Christoph Miethke, CEO, Christoph Miethke GmbH & Co. KG, Potsdam/ Germany: "Should Academic Start-ups Partner with Global Players? The Do's and Don'ts of Match Making."
- 09.45 Falk Strascheg, Managing Shareholder, EXTOREL Private Equity Advisers, Munich/ Germany: "What Venture Capitalists Look for in Their Selection of Portfolio Companies and What Value They Can Add to Them."

10.15-11.00 Coffee Break

11.00-11.30 Presentation

- 11.00 Andreas Lendlein, Entrepreneur and Vice Director, Berlin-Brandenburg Center for Regenerative Therapies, Berlin/ Germany: "The Future of Biomaterials and How to Spot Market Potential Early in Academic Research."

11.30-13.00 Working Groups Part 2 (details see below)

- Group A: How to Protect IP: Best Practices in Patenting (Hörsaal 3)
- Group B: How to Build a Successful Team: Essential Leadership Skills (Hörsaal 1+2)
- Group C: How to Enable Medical Innovations: The Role of Foundations (Kursraum1)
- Group D: How to Maturate Projects: Best Practise Examples from Europe (BioTOP) (Kursraum 3)
- Group E: How to Collaborate Internationally: New Models and Tools for Translational Medicine (Kursraum 2)

13.00-14.00 Networking Luncheon

14.00-15.30 Working Groups Part 3 (details see below)

- Group A: How to Value Patents: Licensing Strategies that Succeed (Kursraum 1)
- Group B: How to Re-Think Tech Transfer: What Works and What Doesn't (Hörsaal 3)
- Group C: How to Do Get Things Done: Project Management for Academic Entrepreneurs (Kursraum 2)
- Group D: How to Maturate Projects: Best Practise Examples from Europe (BioTOP) (Kursraum 3)
- Group E: How to Raise Funds: Getting Public Funders, Business Angels, and Venture Capitalists on Board for Early Stage Projects in Germany and the EU (in German) (Hörsaal 1+2)

15.30-16.00 Coffee Break

16.00-17.00 Presentations

- 16.00 Kristina Burow, ARCH Venture Partners, Chicago and San Francisco/ USA: "Licensing Out vs. Starting a New Company: Success-Factors for Technology-Based Start-ups."

- 16.30 Bjoern Odlander, Founding Partner, HealthCap, Stockholm/ Sweden: "How To Turn Technology Into Products in Medical Devices."

17.00-18.00 Panel Discussion

- How to Overcome the Valley of Death in Early Stage Financing
 - Lesla Mitchell, Vice President, Kauffman Foundation, Kansas City/ USA (Chair).
 - Stephen Dahms, President & CEO Emeritus, Alfred Mann Foundation for Biomedical Engineering, Valencia/ USA.
 - Antoine Papiernik, Managing Partner, Sofinnova Partners, Paris/ France.
 - Andrew Mackintosh, Chief Executive, Royal Society Enterprise Development Fund, London.
 - Scott Johnson, Serial Entrepreneur (former President and CEO of three start-up companies); Former Partner, Boston Consulting Group; CEO, Myelin Repair Foundation; waiting for a cure to multiple sclerosis since 1976, Palo Alto/ USA.

18.00 Medical Entrepreneurship Party

Sample various kinds of sausages and beer from Germany!

Day 1, March 15

Working Groups Part 1 (14.30 – 16.00)

- **Group A: How to Build a Strong Brand: Entrepreneurial Marketing**
 1. Chair: Tine Thygesen, Entrepreneur and Managing Director, Venture Cup Denmark, Copenhagen/ Denmark.
 2. Impulse Speaker: Christine F. Kreiner, Serial Entrepreneur and CEO, S&V Technologies AG, Hennigsdorf/ Germany.
 3. Impulse Speaker: Jan Kratzer, Professor of Entrepreneurship, Technical University of Berlin/ Germany.

- **Group B: How to Set up Your Firm: Business Basics and German Company Law (in German)**
 1. Chair: Joachim Rautter, Managing Partner, PEPPERMINT. Financial Partners and Charité Biomedical Fund, Berlin/ Germany.
 2. Impulse Speaker: Christoph Regierer, Partner, RoeverBroenner KG, Berlin/ Germany.
 3. Impulse Speaker: Martin Mahn, CEO, Humboldt-Innovation GmbH, Berlin/ Germany.

- **Group C: How to Build an Innovation System: The Do's and Don'ts of Incubation**
 1. Chair: Andy Goldstein, Entrepreneur and Director, LMU Entrepreneurship Center, Munich/ Germany.
 2. Impulse Speaker: Magnus Klofsten, Director, Centre of Innovation and Entrepreneurship, Linköping University, Linköping/ Sweden.
 3. Impulse Speaker: Janke Dittmer, Senior Director Strategy & New Business Development, Philips Healthcare Incubator, Eindhoven/ Netherlands.

- **Group D: How to Combine Academia With Entrepreneurship: No Conflict, no Interest?**
 1. Chair: Bertil Guve, Centre for Technology in Medicine and Health, Karolinska Institutet, Stockholm/ Sweden.
 2. Impulse Speaker: Klaus Stoeckemann, Managing Partner, PEPPERMINT. Financial Partners and Charité Biomedical Fund, Berlin/ Germany.
 3. Impulse Speaker: Helmut Schoenenberger, CEO, UnternehmerTUM GmbH, Technical University of Munich/ Germany.

- **Group E: How to Enable Private Investment: The Role of the State**
 1. Chair: Peter Hassenbach, Head of Department, Federal Ministry of Education and Research, Bonn and Berlin/ Germany.
 2. Impulse Speaker: Stian Westlake, Executive Director of Policy and Research, NESTA, London/ UK.
 3. Impulse Speaker: Lars Linaa Joergensen, General Manager, Gazelle Growth, Copenhagen/ Denmark.

Day 2, March 16:

Working Groups Part 2 (11.30 – 13.00)

- **Group A: How to Protect IP: Best Practices in Patenting**
 1. Chair: Julian Cockbain, Senior Partner, Dehns Patent and Trade-mark Attorneys, Oxford/ UK.
 2. Impulse Speaker: Jan Dirk Heerma, Partner, SJ Berwin, Berlin/ Germany.
 3. Impulse Speaker: Juergen Meier, Partner, Vossius & Partner, Munich/ Germany.

- **Group B: How to Build a Successful Team: Essential Leadership Skills**
 1. Chair: Friederike Hoffmann, Doctoral Candidate, University of St. Gallen/ Switzerland.
 2. Impulse Speaker: Peirone, Dario, CEO, JStone Innovation Management srl; Research Fellow, Department of Economics "S. Cogneetti de' Martiis" University of Torino/ Italy.
 3. Impulse Speaker: Jens Schneider-Mergener, Founder and former CEO, Jerini AG; Professor of Immunology, Charité – Universitaetsmedizin Berlin; CEO, Kusala Foundation, Berlin/ Germany.

- **Group C: How to Enable Medical Innovations: The Role of Foundations**
 1. Chair: Andreas Richter, Partner, P+P Poellath + Partners, Berlin/ Germany.
 2. Impulse Speaker: Scott Johnson, CEO, Myelin Repair Foundation, Saratoga/ USA.
 3. Impulse Speaker: Mario Zanone Poma, Director, Fondazione Filarete, Milan/ Italy.

- **Group D: How to Maturate Projects: Best Practise Examples from Europe**

To be organised by BioTOP.

- **Group E: How to Collaborate Internationally: New Models and Tools for Translational Medicine**
 1. Chair: Wolfram v. Pannwitz, Head of Business Development, Charité – Universitaetsmedizin Berlin/ Germany.
 2. Impulse Speaker: Thomas Wilckens, CSO & Founder, InnVentis, Munich/ Germany.
 3. Impulse Speaker: Jonathan Jacoby, CEO, The R.A.R.E. Project, Dana Point/ USA.

Working Groups Part 3 (14.00 – 15.30)

- **Group A: How to Value Patents: Licensing Strategies that Succeed**
 1. Chair: Lukas Guenther, Principal, Wellington Partners, Munich/ Germany.
 2. Impulse Speaker: Martin Austin, Director, TransformRx, Basel/ Switzerland.
 3. Impulse Speaker: Matthias Hoelling, Transfer-Manager Spin-Offs, ETH Transfer, ETH Zuerich/ Switzerland.

- **Group B: How to Re-Think Tech Transfer: What Works and What Doesn't**
 1. Chair: Karen Laigaard, President, The Association of European Science and Technology Transfer Professionals, Copenhagen/ Denmark.
 2. Impulse Speaker: Tim Barnes, Co-Founder, Lodestone IP; Executive Director, UCL Advances , London/ UK.
 3. Impulse Speaker: Michael Rauhofer, CEO, InITs Gruenderservice GmbH, Vienna/ Austria.

- **Group C: How to Get Things Done: Project Management for Academic Entrepreneurs**
 1. Chair: Jérôme Samson, Associate, Seventure, Paris/ France.
 2. Impulse Speaker: Andreas Zaby, Professor, Institute of Management, Berlin/ Germany; Former CFO and Co-Founder of Curacyte, Munich/ Germany.
 3. Impulse Speaker: Peter Heinrich, CEO MagForce Nanotechnologies AG, Berlin/ Germany.

- **Group D: How to Maturate Projects: Best Practise Examples from Europe**

To be organised by BioTOP.

- **Group E: How to Raise Funds: Getting Public Funders, Business Angels, and Venture Capitalists on Board for Early Stage Projects in Germany and the EU (in German)**
 1. Chair: Gerrit Fleige, Faculty Business Director, Charité – Universitätsmedizin Berlin/ Germany.
 2. Impulse Speaker: Walter L. Rust, Partner, Mock Rechtsanwalte, Berlin; Honorary Professor, Berlin School of Economics, Berlin/ Germany.
 3. Impulse Speaker: Christian Schneider, Partner, VESALIUS BIO-CAPITAL, Luxemburg.