

SEPTEMBER 2012 – AUGUST 2015

Health

Market

FROM
HEALTH RESEARCH
TO **BUSINESS**

Training Seminar

**“Marketing of
Innovation & Effectual
Entrepreneurship in
Health Sciences”**

11-12 June 2015

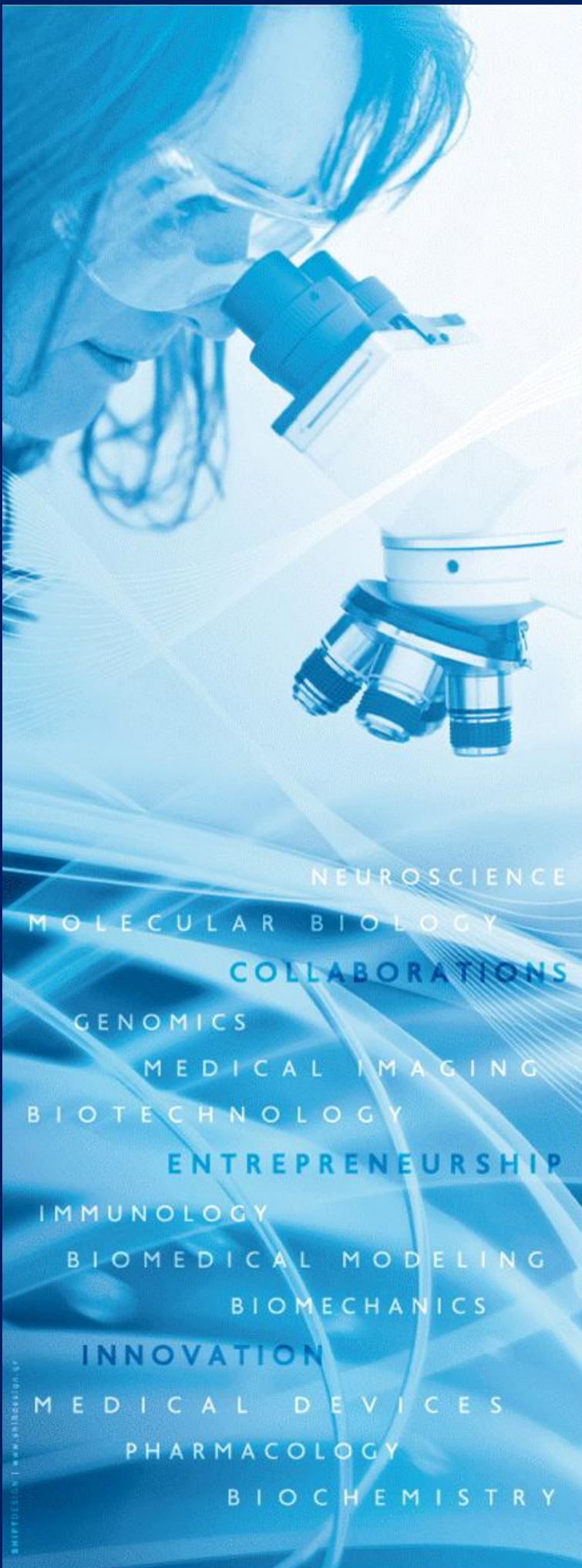
**Universidade Católica
Portuguesa**

Lisbon, Portugal

www.health2market.eu



Health-2-Market has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No 305532



NEUROSCIENCE
MOLECULAR BIOLOGY
COLLABORATIONS
GENOMICS
MEDICAL IMAGING
BIOTECHNOLOGY
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Dear reader

The Health-2-Market Team is in the pleasant position to present to you the first 2-day **Seminar "Marketing of Innovation & Effectual Entrepreneurship in Health Sciences"** that will be take place on **11-12 June 2015** at **Universidade Católica Portuguesa**, Lisbon, PORTUGAL. Join us to find out how to bring your research results to the market.

Our Rationale

Innovations become more and more crucial, particularly when existing business models based on volume are threatened. This perspective is complex but also really exiting. However, the innovation process seems not to be understood nor really controlled or managed yet. When dealing with innovation, one of the main issues is about market creation for the novelty or invention. How can a market be created? How to design an innovation when creating a new market or changing an existing market? Are existing marketing concepts applicable when the market does not exist?

This course aims at delivering the framework to understand and deal with strategic innovation concepts. At the end of the course, Trainees will be familiar with new concepts presented here and the specific way of thinking to deal with disruptive innovation.

Our Target Group

This training is dedicated to entrepreneurs, intrapreneurs and individuals supporting and coaching entrepreneurial projects willing to experience the entrepreneur's mindset and toolkit through an intense accelerated seminar.

Cost

All seminar and speaker costs are carried by the EU-funded Health-2-Market project. Travel and hotel costs for participants cannot be reimbursed. Participation is free of charge.

From whom

CREATING HEALTH - Research and Innovation funding was created under the Institute of Health Sciences of the Universidade Católica Portuguesa that provides support for applying to Health Research and Innovation (R&I) funding, with initial focus on the European Union Framework Programme Horizon 2020.

It is an initiative created through the generous support of multiple institutions and that differentiates itself by providing a public, non-profit service, specialized in Health, and open to the whole community. CREATING HEALTH offers a wide range of services that cover the different stages in a project life cycle, from the identification of funding opportunities, to proposal preparation and support throughout the implementation of the project (reporting).

SKEMA Business School, the School of Knowledge Economy and Management is a leading international business school in the field of innovation management. With more than 40 faculty members and scholars specialized in the domains of Entrepreneurship and Innovation, SKEMA has been developing learning tools and methods to bridge the gap between theory and the practice of strategic management of innovation and entrepreneurship. SKEMA expertise is disseminated from its French, USA, and Chinese campuses and incubators throughout its 30000 alumni and hundreds of entrepreneurs trained in its entrepreneurship executive education programs.

The Training will be provided by **VIANOVEO**. ViaNoveo sells its SAAS collaborative software ViaDesigner® integrating ISMA360® (Innovation Systemic Marketing Analysis). It helps its customers to simulate how their innovation will best find its market positioning, thereby identifying & developing growth leverages, and designing access-to-market strategy. ViaNoveo provides the Certification for ISMA 360® methodology, and related consultancy missions. Our offer makes it possible to analyse, rationalize and define market access strategies for innovations. Based on ISMA360®, our products and services help define the best strategic choices in the field of innovative project management.

Health-2-Market is a 3-year long project funded by the Seventh Framework Program of the European Commission. It aims at providing Health researchers with the necessary knowledge and skills for more viable IPR management as well as market exploitation of their results through setting up of new business ventures in health/life science sectors or in a more broad sense through their more active involvement in interdisciplinary cooperation actions. The provided services will be escalating to address the needs of the potential target groups: e-learning courses for broader audience, two-day seminars on specific topics, advanced 1-week training courses, hands-on support and ad-hoc counseling services either through face-to-face meetings, or distance ones, etc. The services address innovation issues such as: IPR and asset management, formulation of business and exploitation plans, preparation for the launch of start-ups in health/life science as well as on demand knowledge transfers. For more information, please visit www.health2market.eu.

Trainer of the Seminar

Pascaline Thiébaud, MSc, ViaNoveo



With 20 years experience in marketing strategy and innovation within large groups (Nestlé, Sara Lee, Carrefour), Pascaline now supports companies in conducting innovative projects from strategy definition to launching throughout innovation process. She also specializes in all matters regarding sustainable development applied to innovation. Since 2011, she is a certified ISMA360® consultant and trainer at ViaNoveo. Pascaline is an HEC Paris graduate and holds a Masters degree specializing in Sustainable Development Strategic Management (SKEMA).

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Seminar Planning

2 days of knowledge transfer and iterative practice leading to the use of the ISMA 360° methodology to determine the viability of the participant's projects.

Day 1	Topics
8h45-11h:	Warm-up session on definitions related to innovation
11h- 13h:	Pillar 1: Market boundaries of the innovation
14h-16h:	Pillar 2: Separating the invention domain from the market domain
16h-18h:	Pillar 3: « effectual » logic used by experienced entrepreneurs to cope with uncertainty
Day 2	Topics
8h45-12h:	Pillar 4: Solving latent needs and embedding the invention's characteristics.
14h-17h:	Pillar 5: Identifying the most efficient market for the invention

Join us to...

- ✓ Evaluate the potential of your innovation with the **ISMA 360° methodology**
- ✓ Understand the effectual logic
- ✓ Understand the need of 13 strategic variables to deal with innovation
- ✓ Use the basic principles of the ISMA 360° methodology.

Participation for the training is free of charge but registration is mandatory.
Please click [here](#).
Registration will be open until 29 May 2015

Venue



The Seminar will take place at

[Universidade Católica Portuguesa.](#)

Meeting room: Sala Expansão Missionária
Edifício da Biblioteca João Paulo II
Palma de Cima, Lisboa
Portugal



How to get to Universidade de Católica Portuguesa

Address: Travessa Palma, 1649-023 Lisboa

1. By subway:

Blue Line - JardimZoológico

Blue Line - Laranjeiras

Yellow Line - CidadeUniversitária



[Lisbon Subway website](#)

2. By bus:

– From Sete Rios

755 - [Poço do Bispo - Sete Rios](#)

768 - [Qta Olival - Cidade Universitária](#)

– From Cidade Universitária

764 - [Cidade Universitária - Damaia de Cima](#)

768 - [Cidade Universitária - Qta Olival](#)

– From Laranjeiras

764 - [Cidade Universitária - Damaia de Cima](#)

[Lisbon Buses Website \(Carris\)](#)

3. By taxi:

Approx. 15€ from the airport to the Universidade Católica de Lisboa.

Accommodation

Hotel Marriott (4 stars)

- Address: Avenida dos Combatentes, 1600-042 Lisboa
- Telephone: 21 723 5400
- Website: <http://www.marriott.com/hotels/travel/lispt-lisbon-marriott-hotel/>
- Price: 150€ per single room / night (breakfast included)

Hotel Açores (4 stars)

- Address: AvenidaColumbanoBordaloPinheiro 3, 1070-060 Lisboa
- Telephone: 21 722 2920 (Vera Caseiro)
- Email: hotelacoreslisboa@bensaude.pt
- Website: <http://www.marriott.com/hotels/travel/lispt-lisbon-marriott-hotel/>
- Price: 82€ per single room / night (breakfast included)

Hotel Sana Executive (3 stars)

- Address: AvenidaConde de Valbom 56, 1050-069 Lisboa
- Telephone: 21 795 1157
- Website: <http://www.executive.sanahotels.com/pt/>
- Price: 62€ per single room / night (breakfast included)

Additional information:

- <http://www.visitportugal.com>
- www.visitlisboa.com
- www.virtualtourist.com
- <http://www.lisbon-guide.info>