

SEPTEMBER 2012 – AUGUST 2015

# Health Market

FROM  
HEALTH RESEARCH  
TO BUSINESS

## TRAINING SEMINAR

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

**July 8-9 2015,**

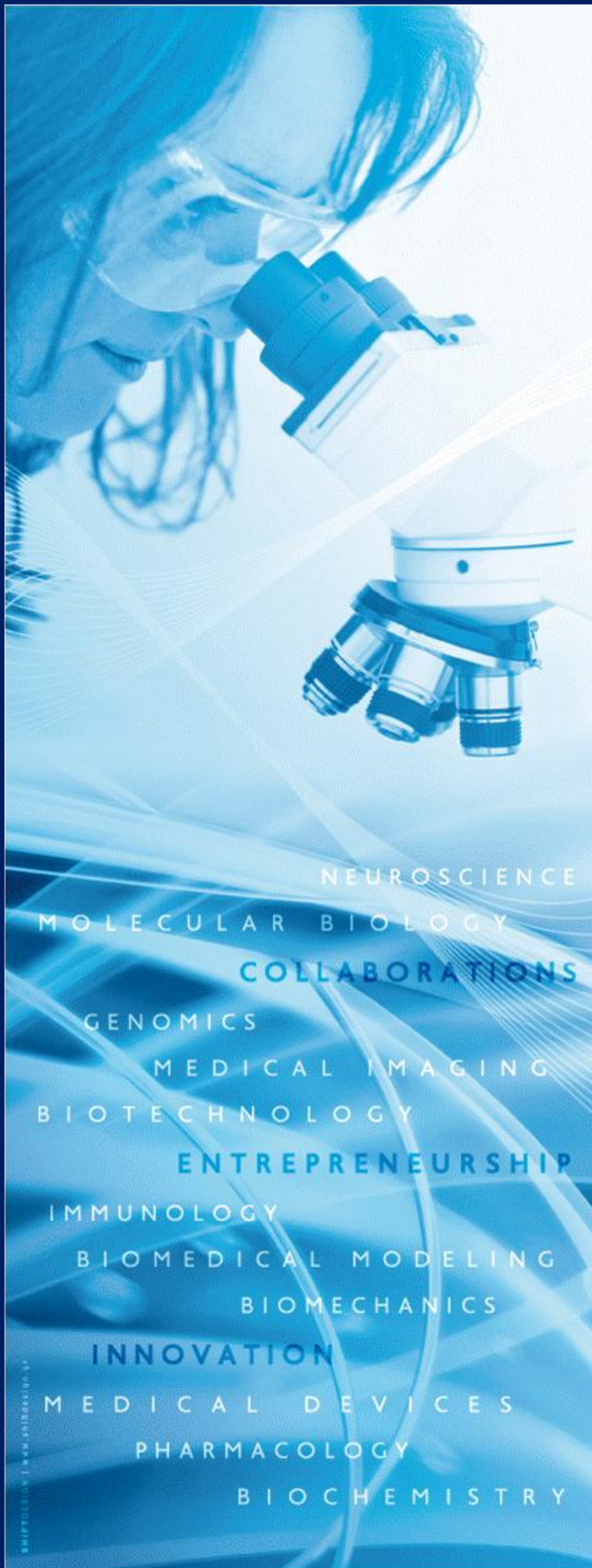
**Hotel Domus Nova  
Bethlem**

**Rome, Italy**

[www.health2market.eu](http://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*



## Dear reader

The Health-2-Market Team is in the pleasant position to present to you the free of charge **2-day Seminar "Marketing of Innovation& Effectual Entrepreneurship in Health Sciences"** that will be take place on **8-9 of July 2015** at **Hotel Domus Nova Bethlem**, Rome, Italy. 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 / managed yet. When dealing with innovation, one of the main issues is about market creation for the novelty/invention. How can a market be created? How to design an innovation when creating 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 to deal with innovation strategic 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.

The Seminar will take participants through the process of formulating the framework of the entrepreneurial venture, from **innovative idea creation to early start-up activities** and acquisition of the first clients for a new business. Central to this process is the iterative creation and fine-tuning of a pitched **business plan**, and understanding the uses of the business plan for management of key activities and for attracting outside investors. Particular focus will be put on the health/life science issues that arise when trying to create a new venture.

## 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. Also those project coordinators within the Framework Programme (e.g. FP7, Horizon 2020).

## Cost

**Participation is free of charge.** All seminar and speaker costs are carried by the EU-funded Health2Market project. Travel and hotel costs for participants cannot be reimbursed.

## From whom

**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.

Health2Market 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 <http://www.health2market.eu/>.

## Trainer of the Seminar



### **Dominique Vian**

PhD (SKEMA)

Professor of Entrepreneurship and Innovation

**Dominique Vian** started his career as an information system consultant at Bull Company then PricewaterhouseCoopers. In 2001, after experimenting life as an entrepreneur during 5 years, Dominique started working for SKEMA Business School (previously CERAM Sophia Antipolis) to lead the TEEE-Inn European project. He also coached well-known successful start-ups like Seemage, Benomad and Keeneo. He is the inventor of the Innovation Systemic Marketing Analysis method called ISMA360®. Built on specific theoretical frameworks: Effectuation, Sciences of Design and Complexity, this is a new approach applicable to strategy when uncertainty is inherent to innovation.



## Seminar Planning / Agenda

**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.

<b>Day 1</b>	
<b>Objective:</b>	
<ul style="list-style-type: none"> <li>Understand what ISMA360 method allows as compared to the traditional approaches of the innovation,</li> <li>Discover the six pillars of the innovator and be able to build a project on these pillars</li> <li>Identify the different categories of protagonists to better detect them and anticipate their foreseeable reactions.</li> </ul>	
9-11 h	Pillar 1: Innovation
11-13 h	Pillar 2 and 3: 13 strategic variables sequenced according to the effectual logic
14-16 h	Pillar 4 and 5: The problem of designing an innovative offer and the legitimacy required to innovate
16-18 h	Pillar 6: Choose a deployment scenario at t time
<b>Day 2</b>	
<b>Objective: Practicing ISMA360®</b>	
At the end of this second day of the Masterclass, you will:	
<ul style="list-style-type: none"> <li>Work on specific innovative business cases with a big potential</li> <li>Obtain responses to your most urgent questions</li> <li>Get benefits from coaching and relevant advices.</li> <li>The full day program includes team works and putting all concepts discovered on day 1 into practice.</li> </ul>	
9-13 h	Case of invention
14-17 h	Protagonists of the innovation

The complete programme of the seminar is available at the following link:

<http://health2market.eu/seminar/16/programme>

**Join us to...**

[www.health2market.eu](http://www.health2market.eu)



- ✓ 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 24 June 2015**

## Venue

The Seminar will take place at  
Hotel Domus Nova Bethlem

### **HOTEL DOMUS NOVA BETHLEM**

Via Cavour, 85/a- 00184 - ROME

Here is a map of the area:

<http://goo.gl/DFZYXI>



**For more information about venue, accommodation and how to get there, please [click here](#)**