

SEPTEMBER 2012 – AUGUST 2015

Health

Market

FROM
HEALTH RESEARCH
TO BUSINESS

TRAINING SEMINAR

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

23-24 June 2015,

Co-organiser:

**University of Craiova,
Faculty of Physical Education
and Sport – Kinetotherapy and
Sport Medicine Department
(Kinetotherapy -
MedicinaSportiva)**

Craiova, Romania

www.health2market.eu



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



Dear reader

The Health2Market 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 **23-24 June 2015 in Craiova, Romania** and in co-organisation with the **University of Craiova, Faculty of Physical Education and Sport, Kinetotherapy and Sport Medicine Department (Kinetoterapy - MedicinaSportiva)**. 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 course is appropriate for:

- **Researchers in medical and/or life sciences** who are interested in getting involved with the marketing of their research outputs, from any position (e.g., entrepreneurial, or as a member of a larger organization).
- **Entrepreneurs, intrapreneurs and individuals supporting and coaching entrepreneurial projects in the life sciences** willing to experience the entrepreneur's mindset and toolkit through an intense accelerated seminar.

From whom

SKEMA Business School (<http://www.skema.edu>), 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** (www.vianoveo.com). ViaNoveo sells its SAAS collaborative software ViaDesigner® integrating **ISMA360® (Innovation Systemic Marketing Analysis, SKEMA Business School)**. 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

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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.

Trainer



Pascaline Thiébaud

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).

Organizer

White Research (www.white-research.eu) is a Belgian, Brussels-based, social research enterprise specializing in consumer behaviour and innovation in the fields of Health and ICT. The company is a key partner at the Health-2-Market project (www.health2market.eu) and addresses strategy, policy, market and user related issues through an array of diverse analytic tools. More specifically, White Research mines and interprets hard-to-grasp consumer insights through a combination of modern analytics and marketing research and evaluation methods. Within this context, White Research carries relevant experience in collecting and analysing surveyed or experimental user related data and turning asymmetric information to meaningful advices and recommendations.

The seminar is organized within the context of Health-2-Market project (www.health2market.eu). Health-2-Market is a 3-year 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.

Co-organiser

University of Craiova, Faculty of Physical Education and Sport, Kinetotherapy and Sport Medicine Department (Kinetoterapy - MedicinaSportiva)

- **Dean-Prof. univ.dr. Marian DRAGOMIR**
- **Director of Kinetotherapy and Sport Medicine Department-Prof. univ.dr. Ligia RUSU, M.D.PhD.**
- **Director of Motricity and Theory Department-Prof. univ.dr. Dorina ORTANESCU**

Kinetotherapy and Sport Medicine Department works in field of human performance, sport activities and rehabilitation. It has many research and educational projects at national and international level in the fields of physiology, neurorehabilitation, human movement analysis and sport performance. The Department will act as the **co-organiser** of the seminar that will be supervised by **Professor Ligia Rusu**.

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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
08:30-08:45	Registration
08:45-10:45	Warm-up session on definitions related to innovation, effectual logic and systemic approach
10:45-11:00	Coffee break
11:00-13:00	Presentation of the ISMA 360° methodology and the 5 proofs of market value
13:00-14:00	Lunch break
14:00-15:00	Proofs 1 and 2: description of the invention and application domain
15:00-16:15	Proofs 3 and 4: usage and functional analysis
16:15-16:30	Coffee break
16:30-18:00	Proof 5: value network analysis and market positioning
Day 2	Topics
08:45-10:45	ISMA 360° application on real projects of the participants (analysis of 6 to 7 projects – group work)
10:45-11:00	Coffee break
11:00-13:00	ISMA 360° application on real projects of the participants (analysis of 6 to 7 projects – group work)

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 19 June 2015

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Venue

The seminar will take place at the:

Seminar room of "MRC House"

8 Parului Str.

Craiova, 200346,

Romania

