



*Health*  
**Market**

FROM  
HEALTH RESEARCH  
TO BUSINESS

**Training Seminar**

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

**13-14 November 2014**

**National Cancer Institute  
Fondazione G. Pascale**

**Naples, Italy**

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



## 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 **13-14 November 2014** at **National Cancer Institute Fondazione G. Pascale**, Naples, 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.

## 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.

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

## 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

## 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.

## 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 30 October 2014**

## Venue

The Seminar will take place at  
[National Cancer Institute Fondazione G. Pascale.](#)

### **National Cancer Institute Fondazione G. Pascale**

Via M. Semmola - 80131 - Naples

Here is a map of the area:

<http://goo.gl/AGbWdY>



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

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