

HEALTH ENTREPRENEURSHIP PROGRAM

A springboard for entrepreneurship in the health sector

A 6 WEEKS PROGRAM TO:

- **Develop** your entrepreneurial spirit in the health industry sector ;
- **Gain access** to higher responsibilities thanks to new competences and skills ;
- **Understand** accelerating medical and scientific progress and the impact of major technological changes in the health sector.

« HEALTH ENTREPRENEURSHIP PROGRAM »
is an academic multidisciplinary degree
co-developed by Lille University and Eurasanté.
Both its teaching team and health company mentors
will help you broaden your knowledge
and your understanding of the health sector's
innovation ecosystem as well as its technological
and economic challenges.

Curriculum

€ Program Fee
2400 euros

📅 Starts on 7th Oct 2022
Length : 6 weeks

📖 Courses :
Session 1 (10-14 October 2022) ; **Session 2** (14-18 November 2022) ; **Session 3** (9-13 January 2023)

📍 Location :
Lille Metropole Universities
campuses and Eurasante
Bioincubator

🏢 Practical Experience in Life
Sciences companies : 60
hours

DIGITAL COURSES:
E-LEARNING
AND PODCAST





**DIGITAL COURSES:
E-LEARNING
AND PODCAST**

**BUSINESS
& MANAGEMENT**

Acquisition of theoretical knowledge focused on the management of a company, innovation and the specificities and constraints of the health sector and its sub-sectors (medical devices, e-health, biotech / pharmaceutical companies) in several themed modules.

- Strategy and business models of health companies
- Innovation Management / Health &

- e-health Business Models
- Financial analysis
- Innovation law and industrial / Intellectual property / Data privacy
- Marketing of health products / Health data marketing
- Management of a health start-up company / operational development
- Entrepreneurial drive, spirit / leadership
- Trends and developments in the health entrepreneurial ecosystem

**MARKET
ACCESS**

Adapted modules providing a better understanding of the institutional framework and regulatory health in France and Europe, technical and medico-economic assessment methods in health care systems.

- Biotechnology, Medtech & e-health market macro-environment
- Health institution and regulation (ex : assessment and regulation of medical devices, GDPR, National Commission on Informatics and Liberty)
- Health economic evaluation

PHARMA/BIOTECH

Health Economic Eval, Biotech and health macro environment

MEDTECH

- Medtech and health macro-environment, Medical device regulation
- Health regulation Health economic evaluation
- Partnership and techno innovation principles (how to develop and market your product?)

**HEALTH
& SCIENCE**

Acquisition of knowledge in order to appreciate the ability to use new tools from the medical and bio-medical sector. Technological advancement in the health care industry (medical devices, artificial intelligence, drug discovery..., tools / instruments for precision medicine)

- Clinical studies (real world data)
- Epidemiology & digital epidemiology
- Data science / Health data bases / Machine & deep learning

E-HEALTH

- Legal and regulative E-Health environment (Data Protection, Data Hosting, GDPR)
- E-Health market and time to market
- E-Health project Management (how to run your project?)
- Business Model related to E-Health sector
- How to innovate and to differentiate regarding the competitors?
- Focus on Technology and challenges linked to patient related health
- Healthcare procurement processes (ex: public tenders)

PHARMA/BIOTECH

- Development process of a medicine
- Clinical studies procedures
- Technology transfer

MEDTECH

- Development process of a medical device
- Evaluation of the product
- Technology transfer

E-HEALTH

- 4P Medicine
- Healthcare pathways related to E-Health Data Analysis - AI - Genomics

ACADEMIC TEAM

Terence BEGHYN | University lecturer – School of Pharmacy of Lille

Nicolas BLANCHEMAIN | University lecturer – School of Pharmacy of Lille

Damien BOSC | University lecturer – School of Pharmacy of Lille

Guillaume CAITUCOLI | Legal practitioner – Eurasanté

Antoine COCHEZ | Associate lecturer – ILIS of Lille

Olivier COUPIER | Incubator/Accelerator Director – Eurasanté

Pascal DAO PHAN | Associate professor - School of Pharmacy of Lille – Head manager for clinical trials BAYER

Bertrand DÉCAUDIN | Professor – hospital pharmacist – Dean of the School of Pharmacy

Benoît DEMIL | Professor – IAE of Lille

Rebecca DEPRez POULAIN | Professor – School of Pharmacy of Lille

Benoît DERVAUX | University lecturer – hospital (medical) practitioner – Coordinator of the innovation and medico-economic assessment committee in Lille University/Teaching Hospital

Wajdi DHIFI | University lecturer – School of Pharmacy of Lille

Benjamin GUINHOUYA | University lecturer – ILIS of Lille

Xavier LECOCQ | Professor – IAE of Lille

Thomas MORGENROTH | University lecturer – School of Pharmacy of Lille – Head of Health Entrepreneurship Program

Anne-Catherine PERROY | Professor – School of Pharmacy of Lille

Anne TAILLEUX | Professor – School of Pharmacy of Lille

Djamel ZITOUNI | University lecturer – School of Pharmacy of Lille



« The health startup is a special organizational object. Actors' behavior, regulation, marketing products / services ... traditional organizational, business and marketing models are no longer adequate. The original program of this intensive training allows, in an interactive and individualized way, to question these multiple problems and to create adapted solutions to each particular context. »

Dominique CRIÉ | Professor – IAE of LILLE



« The Health entrepreneurship program is an innovative educational offer that uniquely combines scientific, management and strategy courses specifically adapted to the biotechnology sector. It will enable future managers as well as those in office to acquire knowledge and skills which, for the latter, they did not learn or develop in their initial degree. Learning is made easy and the programme is rooted in everyday reality thanks to numerous case studies and courses given by professional belonging to the sector. »

Benoît DEPRez | Professor - School of Pharmacy of Lille, Scientific Director of Institut Pasteur Lille



« This unique program enables to associate in one profile the scientific and entrepreneurial skills needed to develop a health start-up. For researchers, this first step into a business environment will bring them a fresh perspective to their project and this time from a market access point of view. For CEOs and business developers with no scientific training, this program is an essential step to understand all the specificities of the health sectors - biotech / pharma, medtech or e-health. »

Etienne VERVAECKE | Managing director, Eurasanté

KEY OPINION LEADERS MENTORING



EDWARDS LIFESCIENCES
Bénédicte GARBIL,
General Manager



TÉLÉMÉDECINE 360
Robin OHANNESSIAN,
Medical Director
and Co-founder



LATTICE MEDICAL
Julien PAYEN,
Co-founder & CEO



ONCOWITAN
Christian BAILLY,
Scientific and Pharmaceutical
Advisor in Oncology



DA VOLTERA
Florence SÉJOURNÉ,
CEO / President
of the BEAM Alliance



BAYER HEALTHCARE
Grégoire LEMAIRE,
Managing Director



HOSPIMEDIA
Christian NICOLI,
CEO, founder



THEODORUS INVESTMENT FUNDS
Lotfi Yelles Chaouche,
Partner

CORPORATE PARTNERS





FEEDBACK FROM PROFESSIONALS AND START-UPS IN THE HEALTH SECTOR



NETWORKING

Meet with company directors and industry professionals to share their experience in launching their own start-up and the importance of having both a scientific and business culture.



PROFESSIONAL PRACTICE

You will carry out a 60 hour (or more) professional practice period in a health industry company with the support of both an industry mentor and a pedagogical tutor.

Participants will be able to better understand the business models of health companies, learn everyday managerial tasks and put their theoretical knowledge into practice in a business environment.



PERSONALISED PROJECT MENTORING

Each participant of the Health Entrepreneurship Program can benefit from 20 hours personalised support, delivered by Eurasanté's experts. For the entrepreneurs involved in this traineeship, this special mentoring aims at reinforce the economic potential of a startup.

Participants who would like to accelerate their own start-up will be able to apply to Eurasanté's Bio-Incubator and Bio-Accelerator programs.

 **Biofit** FOSTERING INNOVATION & TRANSFER
www.biofit-event.com

With more than 1,300 international actors from 35+ countries, such as big pharma, emerging and small biotech, diagnostic companies, pre-seed / seed / Series A investors, as well as professionals from tech transfer, academia and research institutions, BioFIT is the leading partnering event in Europe for technology transfer, academia-industry collaborations and early-stage Life Sciences. BioFIT is also the European marketplace for pre-seed, seed and Series A investment in Life Science.

 **MedFIT** Fostering Innovation in medTech
www.medfit-event.com

MedFIT is an opportunity to connect with international key innovators in the MedTech, diagnostic and digital health sectors. As the leading European partnering event, MedFIT provides the ideal environment to help industry players to source early-stage assets, to facilitate the emergence of collaborative projects between big players, public research institutions, start-ups and SMEs, to increase licensing opportunities, to obtain funding and to facilitate market access.

As a participant of the Health Entrepreneurship Program, you will access to these two international events. Access to numerous conferences focused on: best practices in academia-industry R&D collaborations, nurturing early-stage assets, finding the right funding sources for early-stage innovations.



ADMISSION & FUNDING

- ADMISSION AND INTERVIEW
- €2,400 for industry scientist or engineer, business developer, entrepreneur, incubatee, laboratory scientist, PhD, student
- Study grants (conditions apply) may help pay tuition fees.
- Eurasanté provides support for salaried employees to prepare their application for *OPCO (Opérateur de compétence) is a joint commission authorized by the French government to manage the funds raised from companies under the Continuous Professional Training policy.

CAREER OPPORTUNITIES

- Biotech / biomedical / pharmaceutical sector CEO
- Innovation Director
- Business & development director
- Product manager
- Business developer
- Consultant
- Operational manager
- Project leader

PARTICIPANT PROFILES

- Project initiator, initiator supported by an incubator-accelerator
- Master's students
- PhD students, post graduates
- Researchers, laboratory or unit research director
- Health care professionals
- C.E.O
- Employees in the health care industry, consulting and service companies

CAMPUSES

- Eurasanté Bio incubator¹
- Lille School of Pharmacy²
- Lille Medical School³
- Faculty of Engineering and Management of Health (ILIS)⁴
- Lille University Business School⁵
- Lille University of Science and Technology⁶



Lille University : Key figures

64,460 STUDENTS

95% SATISFACTION RATE
IN LONG-LIFE LEARNING

92% EMPLOYMENT INSERTION
RATE AFTER A MASTER DEGREE

280 PATENT FAMILIES
REGISTERED IN
THE LILLE UNIVERSITY
PORFOLIO

66 RESEARCH UNITS

9 OUT OF **10** UNEMPLOYED
PEOPLE
FIND A JOB AFTER
OBTAINING A DEGREE
AT LILLE UNIVERSITY

82%
OF GRADUATES HAVE FOUND A MORE
QUALIFIED JOB AFTER OBTAINING A DEGREE
AT LILLE UNIVERSITY

Eurasanté bio-incubator

150
SUPPORTED PROJECTS

85
NEW START-UP COMPANIES

550

€400 MILLION FUNDS RAISED

NEW JOBS
CREATED

The Health and Nutrition sector in the Hauts de France Region

€12 BILLION
TURNOVER

1,100
COMPANIES

31,700
JOBS

€205 MILLION INVESTED IN R&D

Contact



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Sponsorships:

