

# HEALTH ENTREPRENEURSHIP PROGRAM

A springboard for entrepreneurship in the health sector

# A 6 WEEK 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 7<sup>th</sup> 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?)

### 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)



## 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

### 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 GUINHOYA** | 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







## 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.

FEEDBACK FROM  
PROFESSIONALS  
AND START-UPS IN  
THE HEALTH SECTOR



## 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](http://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](http://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 incubator<sup>1</sup>
- Lille School of Pharmacy<sup>2</sup>
- Lille Medical School<sup>3</sup>
- Faculty of Engineering and Management of Health (ILIS)<sup>4</sup>
- Lille University Business School<sup>5</sup>
- Lille University of Science and Technology<sup>6</sup>





## Lille University : Key figures

<b>64,460</b> STUDENTS	<b>95 %</b> SATISFACTION RATE IN LONG-LIFE LEARNING
<b>92 %</b> EMPLOYMENT INSERTION RATE AFTER A MASTER DEGREE	<b>280</b> PATENT FAMILIES REGISTERED IN THE LILLE UNIVERSITY PORFOLIO
<b>66</b> RESEARCH UNITS	
<b>9 OUT OF 10</b> UNEMPLOYED PEOPLE FIND A JOB AFTER OBTAINING A DEGREE AT LILLE UNIVERSITY	<b>82 %</b> OF GRADUATES HAVE FOUND A MORE QUALIFIED JOB AFTER OBTAINING A DEGREE AT LILLE UNIVERSITY

## Eurasanté bio-incubator

<b>150</b> SUPPORTED PROJECTS	<b>85</b> NEW START-UP COMPANIES	<b>550</b> NEW JOBS CREATED
<b>€400 MILLION FUNDS RAISED</b>		

## The Health and Nutrition sector in the Hauts de France Region

<b>€12</b> BILLION TURNOVER	<b>1,100</b> COMPANIES	<b>31,700</b> JOBS
<b>€205 MILLION INVESTED IN R&amp;D</b>		

## Contact



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## Sponsorships:

