

Profession: Bio-Entrepreneur/ 2005

“Entreprendre” in health-care Biotech

Tuesday 15th, and Wednesday 16th, March 2005, 09h45-18h00

Paris, Palais des Congrès, Porte Maillot.

HEALTH-CARE ENGINEERING -and- BIOTECHNOLOGIES

OPENINGS AND INDUSTRIALISATION OF BIOTECHNOLOGIES are ON THE MOVE

Biotech and Pharma :

ONE *Industrial sector finally not so different from the others.*

For the fourth consecutive year, CENTRALE-SANTE, the think-tank of the Centrale Alumni's Association, leads the way:

With the sponsorship & presence of :

- *The Leem (The Organization of the pharma industry in France, ex : SNIP)*
- *the Biotech-Pharma Association (ex APIB) and,*
- *the JETRO PARIS*

And, in 2004 and 2005, with the participation and support of:

- *Club Bio-Santé des étudiants de l'Ecole Centrale Paris*
- *Foundation for Medical Research*
- *CNISF (French National Council of e Scientifics and Engineers)*
- *Ministries of Economy, Finances and Industry, Ministry of Research*
- *Leem Recherche*
- *The JETRO PARIS, The Japanese Embassy in France**
- *L'Institut Biotechnologique de Troyes*
- *CEA, CNRS, INSERM, ANVAR, INPI*, E.B.E-EFPIA**
- *ECRIN, ADEBIOTECH, ORGANIBIO*
- *X BIOTECH, INTER-BIOTECH*
- *RESEAU ENTREPRENDRE ET BIOTECH ENTREPRENDRE**
- *CLUB ALFA*
- *BioVision/Biosquare 2005 (April 13th to 15th in Lyon)*
- *Bio-Europe 2005 (November 7th to 9th in Dresden)*
- *BioData 2005*
- *BIOMEDEC; INVESTIGA*
- *BioModeling Systems, Formitel*
- *BIRD & BIRD*
- *EUROPEAN PATENT OFFICE**
- *EUROPEAN SPACE AGENCY**
- *BIOCITECH, PARIS BIOTECH*
- *ALSACE-BIOVALLEY**
- *PROVENCE PROMOTION**
- *Biotech Info, Biotechnologies & finances*, Biofutur**

A Country, Guest of Honor at « Profession: bio-entrepreneur » 2005: JAPAN

Held within the context of MEDEC, the foremost European Medical Convention & natural communication plate-form for Health-care Biotechnologies.

** to be confirmed*

The program (Overview)

LEARNING TO RECOGNISE & UTILISE NETWORKS.

- **An association's initiative:** Centrale Santé, 1st open & multi-disciplinary group of Centrale Alumni's Association, is one of the most original & creative initiative of its class.
- **A targeted medical and pharmaceutical plate-form:** the MEDEC; a direct connection with the physicians & the pharmaceutical industry.
- **A concrete experimental basis:** the new Health-care & Biotech pole at Ecole Centrale Paris, a proof that biotech is highly attractive to students and enterprises.
- **A European and International dimension:** institutional but also industrial.

Personalized objectives

- *Lift biotechnologies out of the deadly trap Research/Venture Capital by opening up to all the key players, from engineers to physicians, at the earliest possible stage.*
- *Propose a plate-form for genuine pluridisciplinary interactions potentially regrouping the future members of a founding team, with and without experience in biotech (engineers, physicians, bio-informaticians, lawyers, marketing, business development, etc.).*
- *Re-direct health-care biotechnologies onto their natural medical and pharmaceutical targets.*
- *Offer to bio-entrepreneurs a « better equality of chances so that the best shall win »: a Free, objective & no-charge access to all the key actors in health-care biotechnologies for a better efficiency in terms of time and money.*
- *Bring the necessary « insider vision » required to help future entrepreneurs in biotech to ask the right questions prior to taking the big leap.*
- *Offer to future bio-entrepreneurs a clear & realistic deciphering of the « gauntlet run » and bring on a same site all the necessary information to better their chances of success without misrepresentations nor “double-talk”.*

A pedagogical project

- *Unity of time & place: All the information over two days, in a same room.*
- *Open to all entrepreneurs, actual or future, wishing to discover the Biotech universe.*
- *Free-of-charge for bio-entrepreneurs and new biotech project bearers.*
- *Physical presence of « facilitators » (institutions, organizations, partnerships, etc...)*
- *Individual targeting: the presentations and witness reports are not for the sole benefit of biotech initiates.*
- *Organization of sessions follows a clear pedagogic pathway.*
- *Free on-site access to all MEDEC conferences.*
- *Presence and contacts with the Pharma Industry, the biotech natural partners.*

LEARNING TO “BIO-ENTREPRENDRE”

Pre-program

Manuel Gea, President and founder of Centrale Santé, Session President

More information: www.bio-entrepreneur.net ; www.centrale-sante.net

Tuesday 15th, March 2005

Morning

09h45-10H00 Welcome

Manuel Gea, President of Centrale Santé, CEO Bio-Modeling Systems

10h00-10h15: **Opening Speech:**

10h15-10h30 : **Introductory Speech**

10h30-11h15

SESSION 1

**BIOTECHNOLOGIES : BACK TO BASICS. WHAT ARE WE TALKING ABOUT?
WHAT DO CUSTOMERS EXPECT ? DRUGS: A COST CENTRE OR AN
INDUSTRIAL SECTOR ?**

- **The Patient first and foremost: therapeutic breakthroughs (special BioMedec session on Thursday March 17th, within the Medec).**
- **Healthcare organizations are facing profound mutations. A solution: healthcare engineering.**
- **Drug companies and biotech with Government healthcare policies.**
- **Decoding the pharma sector. Let's talk about actual markets and sustainable economic development.**
- **Bio-production: an industrial sector to promote.**

BREAK: 11h15-12h15

12h15-13h15

SESSION 2

BIOTECH & BIOTECHNOLOGIES: INVENTORY AND PERSPECTIVES. THE END OF IMMOBILITY, THANKS TO THE CRISIS !

- **Looking back on stalled entrepreneurial dynamics.**
- **After the "lottery" era, the return of industrial and commercial realism ? Who will be the survivors ?**
- **What role must/will industrials play in this recomposition/consolidation.**
- **The Leem's initiatives for biotech and pharma to understand each other better.**
- **How to keep biotech in France to build a real industrial and fully integrated healthcare sector ?**
- **Feedbacks on innovative support actions (JEL...).**

AFTERNOON

14h15-15h15

SESSION 3

“ENTREPRENDRE IN BIOTECH” : WHAT IF THIS SECTOR WAS AS THE OTHERS ! A « STEEPLECHASE » IMPLICATING SCIENTIFIC SPECIFICITIES AND CLASSICAL ENTREPRENEURSHIP.

- Entreprenre is not an easy task : experience from other sectors. The proof through testimonies.
- Organizing and favoring necessary skills for transfers from other, more mature sectors.
- The necessity for an international strategy and exposure: Biosquare 2005, from April 13th to 15th in Lyon ; Bio-Europe 2005, from November 7th to 9th in Dresden. The “do-not-miss” events.
- How to choose and work with partners ? What must be avoided ? How to evaluate the offers of “these so very friendly” service providers ?

15h15-15H45

SESSION 4

A BIOTECH COUNTRY IN NORTHERN EUROPE: SWEDEN*

A small country, a major biotech actor in Europe.

BREAK : 15h45-16H15

16h15-17h15

SESSION 5

WHAT SKILLS/PROFILES FOR WHICH NEEDS ?

- What young biotech start-ups are craving for ?
- Expectations of their key customers: pharma companies and healthcare authorities.
- Available training. How not to become lost ?
- "A 1st announcement" : Preliminary results of the first broad study steered by Adebiotech and the Leem's Biotech Committee.
- Entreprenre without creating one's own company: benefits of on-the-job training.
- Return of the biotech expatriates. How to transform these returns into opportunities for our biotech ?

17h15-18h15

SESSION 6

SELECTED COUNTRY (JAPAN) : GUEST OF HONNOUR FOR THE SECOND YEAR. DISCOVERY OF THE JAPANESE BIOTECH DIVERSITY.

- Presentation (Red, White, Green, Blue) biotech and pharma industry.
- The needs of Japanese pharma companies.
- Collaborations with French enterprises and institutions.

Which environment for which development model ?

19h30-22h30

S1 :COCKTAIL CONFERENCE (private, invitation only)

- **The selected country and France with the support of the JETRO PARIS BIOTECH (RED, WHITE, GREEN, BLUE) HIGH-TECHNOLOGIES : TWO COUNTRIES: COMPARED RESPECTIVE ADVANTAGES : RATIONALS TO SET UP**

MORNING

10h00 - 11h00

SESSION 7

FINANCING: WHAT FINANCING POLICY FOR WHICH STAGES AND WHICH BUSINESS MODELS.

- A financing strategy adapted to every stage and businesses of the company.
- Two deficiencies: "proof of concept" financing and "seed" capital.
- Starting with a «Loan on trust»: a small input that may yield a lot !
- Bank loans: if the banks did their job ?!
- Why not include, as upstream as possible, partnerships with the Drug Industry?

BREAK: 11H00 – 11H30

11h30- 12h30

SESSION 8

AT LAST... INDUSTRIALS AND BIOTECHS GET ORGANIZED TO DEVELOP THE HEALTHCARE SECTOR .

- France has a high-quality industrial biotech network which deserves to be known, recognized and supported. It's major talent: the ability to provide fully integrated scientific services, from concept to reality.
- Resources sharing: it is much better to win with a team than to lose alone.
- An operational initiative : the business place "Club Alfa", the missing link between pharma and biotech.
- One obligation : to integrate, as upstream as possible, the specificities of biotech products' clinical trials (of particular relevance: special session during INVESTIGA on Friday 18th, March within the MEDEC).

AFTERNOON

14h00-14h30

SESSION 9

NANOTECHNOLOGIES : A TRAIN NOT TO BE MISS, BUT BEWARE THE "BUBBLE".

- What are we talking about ?
- The latest fad that will lead to a "bubble" or to an industrial and commercial reality ?
- Nanotechnologies : how advanced are France and Japan ?

14h30-15h00

SESSION 10

STARTING A BIOTECH PROJECT: EXAMPLES OF ENVIRONMENTS TO DISCOVER AND TAKE ADVANTAGE OF:

- Industrial parks. discovering their role.
- Specialized incubators.
- The Ecole Centrale Paris Healthcare and Biotech Center.

BREAK: 15H00 – 15H30

15h30-16h15

SESSION 11

THE END OF BLIND INTELLECTUAL PROPERTY. INTELLECTUAL PROPERTY ENGINEERING. INNOVATION VALORISATION AND PROTECTION.

- The European Patent Office's point of view.
- What are we talking about ? How much does it cost ?
- Managing IP protection through time and space.
- What may be patented ?(application, molecule, process, etc..) and where (France, Europe, USA, world) ?
- And if we were not to file any patent ? The « coca-cola recipe». A solution to take into account.

16h15-17h00

SESSION 12

SPACE AND BIOTECHS: FROM DREAM TO REALITY

- The European Space Agency policy.
- An exceptional experimentation field.
- What technologies for which applications ?
- Truly mutual transfers: from space to biotech and from biotech to space.

17h00-17h30

SESSION 13

FEEDBACK FROM LAST YEAR'S WITNESSES

Becoming an entrepreneur: is it really reasonable ?

17h30-17h45

SESSION 14

SYNTHESIS OF THE TWO DAYS EVENTS AND PROPECTS

Manuel Gea, President-fonder of Centrale-Santé ; CEO Bio-Modeling Systems

17h45h-18h00

C1 : CONCLUSION