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italiana

MedTech Business
MedTech Club

MedTech Business

Advanced short program on MedTech Entrepreneurship at USI

LUGANO: 13-17 June 2016



SUPPORTED BY

A CTI training programme



Start-Up and entrepreneurship
CTI Entrepreneurship



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UBS



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WELCOME

Emerging companies in the medical device and diagnostic sectors face a complex set of issues: these range from the need to secure funding for innovative, life-saving technologies to the mandatory regulatory and reimbursement affairs.

The global environment is becoming more and more challenging. To help emerging medical device and diagnostic companies understand and develop the keys to success, Università della Svizzera italiana has created a one-week comprehensive program on MedTech Business.

This advanced short training on MedTech Entrepreneurship will provide young and future entrepreneurs with the necessary insights and skills with which to tackle the critical issues, vital for their companies to establish a strong position and grow in today's market. The program includes topics on assessing technology and market opportunities, leveraging various funding opportunities, and complying with regulations to increase the value of the company.

Lectures and seminars are taught by a world-class team of instructors from the industry and venture capital.

We would be very pleased to welcome you to MedTech Business and Lugano.

Prof. Dr. Piero Martinoli
President, USI

PROGRAM

Monday, 13th June

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|-------|---|
| 08:00 | Overview: The MedTech Business <i>J. Zuercher, Ernst & Young</i> Executive Center USI, Blue lecture room |
| 09:30 | Break |
| 10:00 | Assessing Market Opportunities <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 11:00 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 12:00 | Lunch |
| 13:00 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 14:00 | Product Development <i>M. Roettcher, Zuehlke</i> Executive Center USI, Blue lecture room |
| 15:30 | Break |
| 16:00 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 17:00 | Apéro Executive Center USI |

PROGRAM

Tuesday, 14th June

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|-------|--|
| 08:00 | Business Planning <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 09:30 | Break |
| 10:00 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 11:30 | Design of Clinical Studies <i>I. Braun, Nobel Biocare Services</i> Executive Center USI, Blue lecture room |
| 13:00 | Lunch |
| 14:00 | Protecting Intellectual Property: The Perspective of the Swiss Federal Institute of Intellectual Property <i>F. Langlotz, Swiss Federal Institute of Intellectual Property</i> Executive Center USI, Blue lecture room |
| 15:30 | Break |
| 16:00 | Protecting Intellectual Property: The Perspective of a MedTech Company <i>F. Wittwer, Biotronik</i> Executive Center USI, Blue lecture room |
| 17:30 | Break |
| 18:00 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |

PROGRAM

Wednesday, 15th June

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|-------|---|
| 08:00 | Go to Market Strategies and Tactics <i>W. Enz, Cellec Biotech</i> Executive Center USI, Blue lecture room |
| 09:30 | Break |
| 10:00 | Reimbursement <i>T. Seeger, Medalliance Consulting</i> Executive Center USI, Blue lecture room |
| 11:30 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 12:00 | Lunch |
| 13:00 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 14:00 | The Regulatory Framework <i>B. Steffen, Confinis</i> Executive Center USI, Blue lecture room |
| 15:30 | Break |
| 16:00 | MedTech Cases: EndoArt, Antlia and Rheon Medical <i>N. Stergiopolus, EPFL</i> Executive Center USI, Blue lecture room |
| 20:00 | Evening Event Bio Bistrot, "afiordigusto", via P. Capelli 30, 6900 Lugano |

PROGRAM

Thursday, 16th June

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| 08:00 | Pre-Venture Financing of MedTech Enterprises <i>J.-P. Vuilleumier, CTI Invest</i> Executive Center USI, Blue lecture room |
| 09:30 | Break |
| 10:00 | Due Diligence for Venture Financing a MedTech Endeavor <i>P. Griss, Zühlke Ventures</i> Executive Center USI, Blue lecture room |
| 11:30 | MedTech Cases: SamanTree and Lunaphore Technologies <i>D. Kosanic and A. T. Ciftlik</i> Executive Center USI, Blue lecture room |
| 12:30 | Lunch |
| 13:15 | Workshop: Best Practices for MedTech Start-Ups <i>M. García Pedraza, orgart VENTURES</i> Executive Center USI, Blue lecture room |
| 14:45 | Break |
| 15:00 | Medical Technology from an Investor's Point of View <i>R. Braglia, Helsinn Group</i> Executive Center USI, Blue lecture room |
| 16:00 | Break |
| 16:30 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 18:00 | Apéro Executive Center USI |

PROGRAM

Friday, 17th June

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|-------|---|
| 08:00 | Image-Guided and Computer-Aided Interventions <i>L. Nolte, University of Bern and CTI Start-up & Entrepreneurship</i> Executive Center USI, Blue lecture room |
| 09:30 | Break |
| 10:00 | The Perspective of Large MedTech Players towards Start-Ups and Suppliers <i>H. Visarius, VISARTIS Healthcare GmbH</i> Executive Center USI, Blue lecture room |
| 10:30 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 12:00 | Lunch |
| 13:00 | MedTech Project: Participants' Projects <i>S. Mehta, Rensselaer Polytechnic Institute</i> Executive Center USI, Blue lecture room |
| 14:30 | Support Programs and Instruments in Switzerland <i>P. Harboe-Schmidt, CTI Start-up</i> Executive Center USI, Blue lecture room |
| 15:00 | Participants' Presentations Helsinn Award for the Best MedTech Project Executive Center USI, Blue lecture room |
| 17:00 | Feedback & Closing Remarks Executive Center USI, Blue lecture room |

FACULTY

Alcide Barberis

Alcide Barberis is currently President and CEO of Humabs, a company spin-off of the Institute of Research in Biomedicine (IRB) located in Bellinzona. Prior to joining Humabs, he was Head of Research and Collaborations at Telormedix, a biotech company located at the Tecnopolo Lugano. Dr. Barberis has been the scientific founder of two biotech companies, ESBA Tech AG and Oncalis AG, and brings over 14 years management experience in the biotechnology industry, as well as scientific experience in the public and corporate research sector. As R&D and executive manager, he has initiated and successfully negotiated R&D deals with biotech and pharma companies. Dr. Barberis has directed highly innovative research teams both as lecturer and group leader at the University of Zürich and as manager in his biotech companies. He holds a Ph.D. in Molecular Biology and Biochemistry from the University of Zürich, has been scientist at Harvard University and at the San Raffaele Research Institute, and is author on more than 50 scientific publications and inventor on more than 10 patent families.

Riccardo Braglia

Dr. Riccardo Braglia has a degree in Business Economics with specialization in Industrial Business Management at Bocconi University of Milan. He is the Entrepreneur and CEO of the HELSINN GROUP and a member of the Board of Directors of the HELSINN HOLDING SA, Switzerland. He is also the Managing Director of Helsinn Healthcare SA, Lugano, Managing Director of Helsinn Advanced Synthesis SA, Biasca, member of the Board of Helsinn Birex Pharmaceuticals Ltd, Dublin, Ireland and Chairman of Helsinn Therapeutics (US) Inc., Iselin NJ, USA. He is board member of Thorne Research Inc. USA, WellnessFX Inc. USA, Lyfe-bulb Inc. USA, Sinomedica SA Switzerland and member of the advisory board of Windham Healthcare fund. He is also board member of the Ticino Chamber of Commerce and Swiss American Chamber of Commerce. He won the 2012 Best Entrepreneur of Ticino and the 2013 E&Y Swiss Entrepreneur of the Year Award.

Ingo Braun

Dr. Ingo Braun received a PhD in chemistry in 1999. He is working since over 16 years in the medical device field. In 2006 he joined Nobel Biocare as Director for Clinical Applications at the Headquarters in Zurich, Switzerland. Since 2008 he is leading the Global Clinical Research Department and is responsible for the clinical evaluation from a regulatory perspective and the implementation and management of all aspects of clinical trials worldwide. He leads a multi-national clinical research team and lectures worldwide.

FACULTY

Ata Tuna Ciftlik

Ata Tuna Ciftlik is the founder of Lunaphore Technologies and the inventor of the core technology. He has 8 years of hands-on experience in design, development, fabrication, integration and testing of clinical microfluidic systems, in addition to 7 publications in peer-reviewed scientific journals, 12 in international conferences, and 4 patents on the subject. As the CEO, he is practically responsible for supervising everything that is going on here. His background in diverse scientific disciplines from mathematics to medical devices and experience in entrepreneurship give him an ability to understand diverse problems and technologies, and communicate it to others.

Massimo Colnago

Massimo Colnago, M.Sc (Economics) received a degree from the Bocconi University in Milan (Italy). After an experience in Zurich Capital Markets London where he participated in the launch of hedge fund indices, performing portfolio analysis and risk scoring, in 2002 he joined Money Bonds Investments SA in Lugano (Switzerland), a wealth management firm, as an Equity Trader responsible of the proprietary assets. He then became a director for two hedge funds. He is a Certified Financial Fiduciary since June 2007 and also a member of OAD-FCT. In March 2008 he joined Unifida Finance SA as a Wealth Manager and Equity Trader. In November 2009 he became part of the team at Onelife Advisors SA as responsible of the Equity Analysis. He covers public equities in the life science sector and is part of the team evaluating private companies for the Private Equity clients of the firm.

Werner M. Enz

Dr. Enz, CEO of Cellec Biotek, has a significant track record in the life sciences industry with blue chip international companies as well as startups. He has expertise in development, supply chain, marketing, sales and business development. He also runs his own consultancy business. Dr. Enz holds a Doctorate in Medicine from the University of Berne, Switzerland, and an MBA from Edinburgh Business School, UK.

FACULTY

Heidrun Flaadt

Dr. Heidrun Flaadt studied Biology at the University of Constance where she also completed her PhD. After her postdoctoral studies at Ecole Normale Supérieure in Paris she attended Management Education in Zurich. She then served as COO of Diagene, a spin-off company at University of Basel. During that time the company completed the first capital round. Driven by her interest for Technology Transfer she took over a position at the Office of Technology Transfer (OTT) at the University of Basel. In 2005 she started to build up a new OTT at EMPA in Dübendorf which she headed until end of 2007. In 2008 she moved to Ticino to join her husband and received a mandate from the Università della Svizzera italiana in Lugano to create new Executive Programs in the field of Bio- and MedTech Entrepreneurship. Among others, she developed and implemented both BioBusiness and MedTech Business program. Heidrun Flaadt is now the director of CASE BioMed, Center of Advanced Studies on Entrepreneurship in Biomedicine at USI.

Marcos García Pedraza

Marcos García Pedraza is founder and managing partner of orgart VENTURES and coach with CTI start-up, an initiative of the Swiss Confederation's Innovation Promotion Agency CTI. He has been working within the healthcare industry for over 15 years. Prior to founding orgart VENTURES he co-founded several companies and held senior positions in the pharma/biotech and finance industry. Amongst others, he was co-founder and CEO of the ETH-spin-off evaluateSCIENCE, COO at BIOPUR, and Assistant Vice President of Asset & Liability Management at Credit Suisse. During his PhD at the University of St. Gallen he co-founded RISE, and the student organization STARTglobal. In 2002 he was awarded "Entrepreneur of the Year" by Ernst&Young Switzerland with STARTglobal and received the NETS Award. Marcos holds an PhD from the University of St.Gallen in business economics, an MSc from the ETH Zürich in Life Sciences and was trained in entrepreneurship at Babson College, Boston. He is a passionate contemporary art collector and chairman of the Zuger Kunstgesellschaft / Kunsthau Zug.

Marc Genova

Marc Genova, grew up in Geneva. He started his banking career in 1987 with a 3 year apprenticeship. Quite soon he has been more attracted by commercial banking rather than wealth management. For linguistic reasons and also to get experience at headquarters, he spent many years in Zurich and Basel. He worked as well for a short period in NY and 2 years in London. In 2004, he moved to Ticino as credit risk responsible, then in 2012 he took over the responsibility of SME Origination Units in Ticino. Beginning of 2015 he became responsible for the entire UBS Ticino Corporate area.

FACULTY

Patrick Griss

Dr. Patrick Griss is a co-founder of Zühlke Ventures AG and has worked for Zühlke since 2006. Before he moved to Zühlke Ventures in 2010, he was Business Unit Manager in the Product Engineering Department. He has been a partner in the Zühlke Group since 2009. From 2002 to 2006 he managed a development department at Roche Diagnostics. Dr. Griss studied Microtechnology at the Swiss Federal Institute of Technology (ETH), Lausanne, and earned a PhD at the Royal Institute of Technology in Stockholm, Sweden.

Peter Harboe-Schmidt

Peter Harboe-Schmidt, MSc, MBA (IMD) brings a wealth of start-up and industry experience from small and large biotech companies. He was co-founder and acting CEO of Xigen Pharma. He was previously head of Business Development at Modex Therapeutics, playing a key role for its IPO on the Swiss Stock exchange. Prior to this, he was Head of Market Research and Business Planning with Amgen Europe where he led a pan-European market research organization. Before that he worked in various managerial positions with DuPont de Nemours in manufacturing, sales and Business Development. As a CTI Startup coach, he has coached the founders and CEOs of over 15 Swiss life science companies.

Davor Kosanic

Davor Kosanic, founding CEO, has been growing SamanTree since mid-2010. Supported initially by a KPMG Inspiration Grant, and a Gebert RUF Pilot Project Grant, he raised a seed investment (500K CHF) from the Zürcher Kantonalbank and obtained a multi-partner grant from the Swiss CTI, Davor has secured the necessary financing for the initial development of the SamanTree venture. Davor owns a PhD in Life Sciences.

Frank Langlotz

Frank Langlotz studied Mechanical Engineering at Ruhr University in Bochum, Germany and obtained a PhD degree in Biomedical Engineering in 1998 from the University of Bern, Switzerland. For his PhD thesis he developed one of the world's first computer assisted navigation systems for spinal and hip surgery. Between 1998 and 2006 he was heading a research group at University of Bern that focussed on computerized assistive systems for surgical planning and execution. Between 2006 and 2013 Frank was working as a patent expert at the Swiss Federal Institute of Intellectual Property (IPI) in Bern, Switzerland, and since June 2013 he is heading a team of patent experts at IPI.

FACULTY

Shreefal Mehta

Building from a robust scientific and technical background, Shreefal Mehta has successfully translated science into commercial products. Shreefal's skills in commercializing technology have led to success in various projects from the market planning and launch of a multimillion dollar analytical product for the petrochemical industry to the founding of a drug discovery company and its merger with a public biotech in Australia. His skills in managing advanced technologies led to his appointment as Executive Director of the radical innovation research program at the Lally School of Management, Rensselaer Polytechnic Institute. He also led a consultancy project for technology-based economic development planning. He has lectured at international conferences, been quoted in business and trade magazines (Economist, The Scientist, etc), been widely published in leading journals like Nature Biotechnology, and has taught executive management and multi-disciplinary classes on commercializing biotechnology. He currently consults on new ventures, strategic commercialization planning for hi-tech products, analyses of product development and value propositions over the healthcare value chain, integration of company operations across time zones, and global sourcing of technology, capital, and services. He was awarded the New York capital region's Future Business Leaders '40 under 40' Award. He is author of the book "Commercializing successful Biomedical Technologies". Nature Biotechnology calls it "The Bioentrepreneur's Road map" that develops a seven-stage framework and does an excellent job of identifying and organizing the major issues.

Lutz-P. Nolte

Lutz-P. Nolte is professor for Surgical Technology and Biomechanics at the University of Bern, Switzerland. He received the M.Sc. and PhD degrees from the Ruhr-University Bochum, Germany, in 1980 and 1983 respectively. During 1984-87 he headed the Nonlinear Shell Research Group at the Institute of Mechanics of the Ruhr-University Bochum, working in the field of elastic and elasto-plastic deformations of thin-walled engineering structures. From 1987 to 1990 he established the Orthopaedic Research Group at the Ruhr-University Bochum focusing his work on spinal biomechanics. In 1990, Dr. Nolte joined the Bioengineering Center at Wayne State University in Detroit, MI, USA, as an Associate Professor of Mechanical Engineering. In collaboration with the Department of Neurosurgery he extended the scope of his research to computer aided surgery. In 1993, he took over the Orthopaedic Biomechanics Division at the MEM Institute for Biomechanics in Bern. Since 2001 Dr. Nolte has been the co-director of the Swiss National Center for Competence in Research "Computer Aided and Image Guided Medical Interventions" (www.co-me.ch) located at the ETH Zurich. In 2002, he became the co-director of the MEM Research Center for Orthopaedic Surgery and the director of the Institute for Surgical Technology and Biomechanics at the Medical Faculty of the University of Bern. In 2001, Professor Nolte joined the Swiss Confederation's Innovation Promotion Agency CTI as a life sciences expert and then as Head of CTI Medtech Program. He is currently acting as Vice-President of CTI, heading the domain Startup & Entrepreneurship.

FACULTY

Michael Röttcher

Michael Röttcher works as Senior Project Manager at Zühlke Engineering AG since 2008 and manages the competence center for medical engineering. Prior he moved back to Zühlke, Michael managed a development department at SKF MCI Medical since 2006 and was lecturer at the Institute for Medical and Analytical Technologies at the School of Life Sciences in Basel (CH). From 1999 to 2005 he worked at Zühlke Engineering AG managing technical projects in the fields of Pharma and Medical. In 1993 he started at Ciba Geigy AG (today Novartis AG) as developer and project manager in the field of lab and process automation. Michael Röttcher studied Mechatronics at the De Montfort University, Leicester (GB) and Feinwerktechnik at Fachhochschule Furtwangen (D).

Thomas Seeger

Dr. Thomas Seeger, born 1957 in Wiesbaden, Germany, is one of the founders and the Managing Director of Medalliance Consulting. He has worked in the area of reimbursement marketing for more than 20 years, a concept that he developed to a great extent. Thomas has long-standing international experience in sales and marketing of medical devices and an in-depth knowledge of the markets and reimbursement structures of the health care systems of Germany, Switzerland and Austria. He is specialized in analyzing the market and funding situation specific to a client's technologies, developing tailored reimbursement and pricing strategies and helping implement these at provider, payer or patient level.

Nikolaos Stergiopolus

Prof. Nikolaos Stergiopolus is professor at the EPFL and the director of the Laboratory of Hemodynamics and Cardiovascular Technology (LHCT), a leading laboratory in the study of blood flow in relation to cardiovascular disease. He is the founder and director of Antlia S.A. and of Rheon Medical SA as well as the founder and scientific director of EndoArt S.A.

Gábor Székely

Gábor Székely graduated in chemical engineering and in applied mathematics. He obtained his PhD in analytical chemistry in 1985. He joined the Computer Vision Laboratory of the ETH Zürich in 1991, where he is currently full professor for medical image analysis and visualization and heading the biomedical image computing group. In 2007 he co-founded the start-up company Virtamed and is still serving on its Board. Since 2010 he is member of CTI and currently Head of MedTech activities.

FACULTY

Heiko Visarius

Dr. Heiko Visarius is an executive with international experience in the health care sector, especially in the area of medical device technology. A PhD in engineering obtained in the USA and a Swiss/US MBA degree combined with his professional experience allow him to relate to a broad spectrum of business areas, such as sales, marketing, R&D, finance, supply chain and general management. Dr. Heiko Visarius served as CEO of a successful start-up company with an associated exit. Since then, he held various leadership positions with global players of the medical device industry. He had P/L responsibility in Europe for a 3-digit million USD revenue volume in a direct operation. Since 2012, he is owner of VISAR-TIS Healthcare GmbH. In addition, Dr. Visarius is board member of a start-up company in medical devices, the Swiss Musi-cal Academy and an international business school. He and his family are located in Switzerland.

Jean-Pierre Vuilleumier

After obtaining his MBA at the University of Fribourg (CH) Jean-Pierre Vuilleumier became Professor for Finance at the University of Applied Sciences in Bern. In 2000, he was CEO of a Swiss Venture Capital Company. In spring 2002 he joined CTI Start-up as Project-leader of Financial and Investor Support for Start-up Companies. In addition, in spring 2003 he became Managing Director of CTI Invest. He is also teaching entrepreneurship classes at the Venturelab program. In 2009 he was appointed Managing Director of the W.A. de Vigier Foundation.

Franz Wittwer

Franz Wittwer is a biomedical scientist and intellectual property (IP)/innovation manager who has worked in the healthcare industry for more than 10 years. He currently is a senior innovation manager at Biotronik, a global medical device company. He is responsible for managing Biotronik's IP/innovation pipeline and ensuring the alignment of IP and innovation management.

From 2004 to 2005, Franz was leading a research project at Daniolabs Ltd., a spin-out of the University of Cambridge. From 2006 to 2009, he was an IP manager at NHS Innovations London Ltd. (NHSIL). In 2009, Franz joined Biotronik and held different positions in strategic IP management and product management (marketing) before accepting his current position in innovation management. Franz has a PhD in molecular biology (University of Zurich), an MSc in IP management (Queen Mary University of London), and an MBA (University of Warwick).

FACULTY

Juerg Zuercher

Juerg Zuercher's 22-year career with Ernst & Young has involved extensive audit and corporate finance experience with local and international health sciences clients.

His experience of having worked with Ernst & Young in the United States has helped him to also successfully transition clients to International Reporting Standards (IFRS or U.S. GAAP).

He is now the partner responsible for the Ernst & Young biotech practice in EMEA (Europe, Middle East, India and Africa) and a member of the Ernst & Young Global Biotechnology Advisory Panel.

In addition to serving as an audit partner to several venture capital companies, Juerg Zuercher is also active in the VC community, advising clients on fundraising opportunities and facilitating mergers.

His rich understanding of the biotech market in the region was instrumental in providing the Swiss federal government with an in-depth analysis of the state of biotechnology in Switzerland and the launch of the 1st Swiss Biotechnology Report in March 2004.

Juerg Zuercher studied at the University of St. Gallen, where he obtained a degree in Business Administration, with focus on auditing.



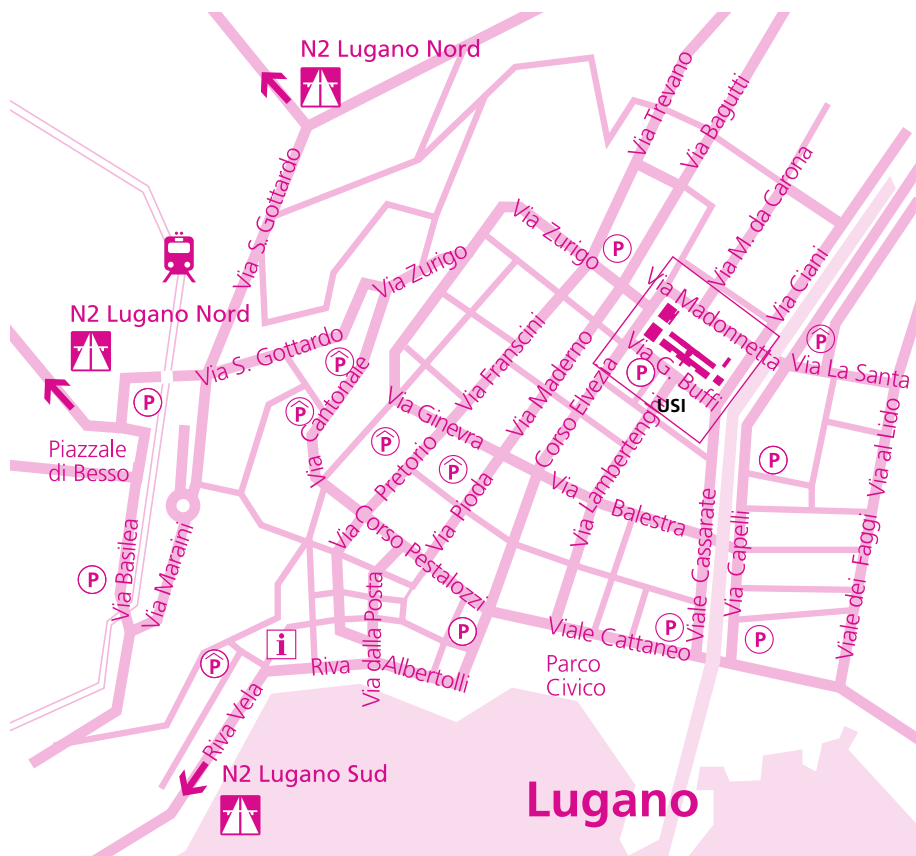
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