Redesign your *Bio* Start-up Strategy
How to turn science into business success

7, 8 and 9 November, 2011
BARCELONA
New Normal Environment emerged in the last years for the biotech and medical technology sectors. The wave of mergers and new strategic priorities of big companies due to the global recession has reduced the potential buyers for any start-up pipeline, the administrations stressed on regulatory requirements and investors are looking for money efficacy while new markets and competitors appear in emerging economies. On that scenario, start-up teams must find effective ways to redesign their strategies to enable their companies not only to survive, but to thrive.

Adapting for success has become the challenge of any leader faced to turning science into cash flow, managing new alliances and detecting new business opportunities while fostering high potential teams. A mindset to strategically thinking new approaches is a critical skill for moving the company towards the international scenario and becoming attractive for big players and investors.

This unique executive programme dwells on new trends on business development in international biopharmaceutical environment as a key element for executive managers looking for new solutions. The programme will involve the participants in discussions and workshops with successful entrepreneurs and senior managers to effectively learn how to apply strategies to grow.

### Key Takeaways

- Global overview on trends and tools for facing changes and developing strategies for growing your business in the biomedical sector.
- Key elements to foster high potentials teams to maximize their capabilities and outputs at any level.
- A pool of experiences of international entrepreneurs and executive managers in redesigning company strategies in the biopharmaceutical industry.

### Participants

This course is addressed to entrepreneurs, start-up managers and CEOs as well as to senior executives of biomedical companies and related industries who want to improve their strategic mindset that will help them to create value for their businesses.

Class size is strictly limited to 30 people to ensure optimal interactive opportunities throughout the programme.
The focus of the programme is on how the strategy provides a framework for value creation through business development and how it is deployed throughout the company and applied in daily operations to achieve a steady growth for the company.

Day 1
- Strategies to grow and restructure.
- Key elements of business models in biopharmaceuticals.
- Business model innovation and company growth in biopharmaceuticals.
- Workshop 1 & 2.
- Dinner with guest speaker.

Day 2
- Managing early stage I+D companies successfully.
- Business Development:
  - From Science to Cash Flows.
  - Managing Strategic Alliances.
  - Approaches to IP Licensing In & Out.
- Workshop 3 & 4.
- Dinner with guest speaker.

Day 3
- High Potentials Team Management.
- Conclusions.
- Closing Lunch.

Syllabus

Learning Model

This is a programme that will be delivered as a hands-on workshop in which the learning process will:

1) Integrate the participant’s own experience with the concepts, models and tools that can help them make their company grow.

2) Provide a strategic framework that will help the participants to develop a strategic mindset that will allow them to lead their company growth.

3) Get the participants acquainted with the use of business models as a tool for business innovation and growth.

4) Provide the participants with practical tools and experiences in implementing the strategy and in business development, either growing the company, partnering in strategic alliances or managing IP (licensing In & Out).

5) Help the participants to understand the characteristics of a high performing team and how to lead it.

The aim of the programme is to help the participants to make their companies grow and increase their market value.
Programme Direction and Faculty

Programme Direction
Academic direction: ESADE
Scientific direction: Biocat

Martin Austin
Managing Director of TransformRx GmbH, a Partner in MarraM Advisors sarl, a Board Member of RSA AG the Swiss subsidiary of the RSA Group and Neuroscience Technologies of Barcelona. He was previously a Principal in the Paul Capital Partners Royalty Funds, a USA based specialist in Secondary Private Equity and Alternative Asset Investments and, before that, Head of Business Development for the Pharmaceuticals Division at F. Hoffmann-La Roche, having previously followed a career in Sales and Marketing with GD Searle. Author of Business Development for the Biotechnology and Pharmaceutical Industry, (2008), based on the courses he presents in Brussels, Beijing and with WIPO the United Nations patent agency and at Basel University.

Jordi Brunat
Lecturer in the Department of Business Policy and Programme Director of the Executive MBA Programme of ESADE. Master in Management and International Trade by ESADE BS in Industrial Engineering (Universidad Iberoamericana). He has been member of the Executive Committee of Volkswagen Audi España, SA; Director of Corporate Development and Holding Companies belonging to the group in Spain and Director of Marketing Services of the brands of the group in Spain. He has also served as Assistant Commercial Director and Export Area Manager of Nissan Motor Ibérica, SA; Director of Marketing Services of Nissan Motor España, SA; member of the Product Committee and of the Marketing Committee of Nissan Europe, NV. He has held the position of Credit Manager with the Banco Bilbao Vizcaya (now BBVA) in its New York branch office. He is currently company advisor and consultant as well as Lecturer in the Department of Business Policy at ESADE.

Amy Leaverton
Professor in the Department of Human Resources at ESADE, Degree in Modern Languages (University of Illinois Urbana-Champaign). MA in Linguistics (University of Illinois at Chicago Circle). Doctoral candidate in Research into Personality Psychology (URL). Throughout her career as an educator and consultant, she has focused on developing leadership and executive coaching, and has specialised in developing the competence of emotional intelligence, in learning styles and in psychometric tests and their application to personal development both nationally and internationally. She is professionally certified to administer and interpret the Myers Briggs Type Indicator (MBTI), the NEO-PI-R, WorkPlace BigFive Inventory and the Emotional Competency Inventory (ECI). She is a corporate consultant for areas related with personnel selection, team management and leadership. She is also an executive and personal coach.

Constance Lütolf-Carroll
Educator and entrepreneur. She is currently Lecturer in the Business Policy Department at ESADE Business School, and responsible for teaching and research in international business strategy and global equity portfolio management. She holds a BS in civil engineering from UC Berkeley, where she was a Regents’ Scholar, and an MBA from Stanford University Graduate School of Business. She is currently a visiting professor at several leading European business schools. She is cofounder of Netspan AG, a technology company, in Switzerland, and has worked as a refinery engineer, securities analyst, investment banker, and co-founded several entrepreneurial start-ups. She is the lead author of the guidebook for entrepreneurs and their advisors From Innovation to Cash Flows (2009), published by John Wiley & Sons, NY.

Sergi Trilla
He is founder, CEO and President of Trifermed. He holds a Bachelor of Medicine and Surgery from the Autonomous University of Barcelona (UAB); an MBA from the University of Barcelona, the Polytechnic University of Catalonia and UAB; a Diploma in Strategic SME Development. After several years working in medical care, he began a career in the biopharmaceutical sector with Sanofi-Winthrop (now Sanofi-Aventis), working in Medical Marketing. He then held the position of International Marketing Manager with Grupo Ferrer, which is present in over 60 countries. He has founded nine companies, some of which are also in the health sector in areas including strategic information management for decision-making and marketing in social networks. He collaborates with the Fundació Escola Emprenedors.

Jordi Vinaixa
Lecturer in the Department of Business Policy of ESADE. Doctor in Chemical Sciences (Universidad de Barcelona). MBA by ESADE. He has been Manager of the Institute of Catalan Studies (IEC) and trustee of two foundations linked to the IEC: the Mercè Rodoreda Foundation and the Ferran Sunyer i Balaguer Foundation. He ran his own company, JVS Consultants, dedicated to consulting and training. During this period, he carried out the functions of Director of the Department of Training and Business Consulting (DFCE) and Co-ordinator of the commercial promotion activities and external relations of the EMI Foundation-Institute of Business Studies. He has performed as Director (Manager of the Business Unit) of the Advanced Technology School (EST) of the Catalan Institute of Technology (ICT). He has been a Lecturer of the Universidad de Barcelona, teaching on seminars, classes and undergraduate and doctoral courses, running and participating in research programmes and studies. He was a full-time Associate Researcher at the University of Sussex (England). For these post-doctoral stays in England, he was awarded different grants.
Information and Admission

LOCATION

Barcelona
ESADE Business School
Executive Education
Av. Esplugues, 92-96
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www.sansihotels.com

At 1 minute walk from ESADE

DURATION

7, 8 and 9 November, 2011
From 9.00 am to 6.30 pm

FEES

2.970 € (hotel included)
2.620 € (hotel not included)
2.490 € teams of 3 or more executives from the same company (hotel included) / 2.140 € (hotel not included)
2.290 € Members of ESADE Alumni (hotel included) / 1.940 € (hotel not included)

The Tuition fee includes:
- The 3 day programme.
- Teaching material, including case studies, articles and presentations.
- Photo Book with full contact details of all attendees.
- 2 networking dinners.
- If the option hotel included is chosen: accommodation in a single room (breakfast included), in Hotel Sansi Pedralbes, Av Pearson, 1-3, 08034 Barcelona.
- Coffee breaks and luncheons during the programme.
- It does not include travel expenses, and extra hotel expenses.

REGISTRATION PROCESS

Candidates must send a duly completed Admission Form. The programme’s Admissions Committee will examine and reply to all applications received, informing all candidates about the progress of their admission. Applications may be presented up to three weeks before the programme starting date. To ensure that places are available, candidates are advised to begin their admission process as early as possible.

CANCELLATIONS

Sometimes due to unforeseen circumstances a registration has to be cancelled. To be entitled to full reimbursement of the total amount paid, cancellations must be notified in writing 15 days before the start of the programme. Given the demand for this programme and the work entailed in its preparation, if the cancellation is reported within the 15 days before the programme starts, only 50% of the total amount paid can be returned. There is no right to reimbursement if cancellation takes place after the programme has started.

FURTHER INFORMATION

For further information, candidates may consult on any matter concerning the programme or its admission process, arrange their personal interview and present their admission application by contacting:
pau.alumne@esade.edu
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ESADE Business School

ESADE was founded in Barcelona in 1958. It is a renowned educational institution whose main activities of education, research and social debate take place on campuses in Barcelona, Madrid and Buenos Aires. It also has two Global Center, one in Munich and the other in Sao Paulo. It has been a leader in Executive Education for more than 50 years, over 42.000 corporate heads and managers worldwide have benefited from the ESADE experience. It was the first business school in Spain to hold the three most prestigious business school accreditations: Equis, AACSB and AMBA. The most recent Executive Education rank positions are:

3rd in the world Custom Programmes by Financial Times

6th Business School in the world by Wall Street Journal

7th in the world in Executive Education by Financial Times

Biocat is the organization that coordinates and promotes the biotechnology, biomedicine and medical technology sector in Catalonia. Our mission is to dynamize all the stakeholders in this area and their initiatives in order to create an environment with a strong research system, active transfer of knowledge and an entrepreneurial business fabric that can become a driving force for the country’s economy and contribute to the wellbeing of society as a whole.

Biocat promotes collaboration among the stakeholders in the biocluster and a number of organizations both in Catalonia and on a national and international level. Biocat proposes flexible and innovative solutions to the challenges facing the sector, always seeking the highest quality and efficacy. Biocat’s agenda is clearly client oriented and follows a firm commitment to our objectives and the people.

www.biocat.cat/en

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EXECUTIVE EDUCATION

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