



**enablecares**  
ENTREPRENEURSHIP PROGRAMME

ENTREPRENEURSHIP COURSE  
24 Oct – 14 Dec 2022  
ENABLECARES



# ENABLECARES PROGRAMME



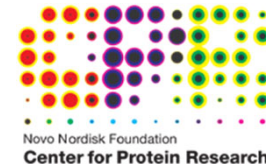
ENABLECARES is a joint initiative of four leading biomedical research institutes (IRB Barcelona, Radboudumc, CPR, SEMM) committed to supporting junior researchers in Europe strengthening their careers by providing them with high-level training on Entrepreneurship, open science and other related transferable skills.



INSTITUTE  
FOR RESEARCH  
IN BIOMEDICINE

**Radboud University**

Institute for Molecular Life Sciences  
**Radboudumc**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006361

# INTEGRATION OF ENTREPRENEURSHIP SKILLS



The ENABLECARES ENTREPRENEURSHIP TRAINING COURSE is **optimised for biomedical researchers**. This course seeks to empower junior scientists by giving them the tools to explore their potential as entrepreneurs in life science and their interest in pursuing careers in business or innovation management, thereby increasing their employability in academia or beyond.

After completing the course participants will become familiar with the process of defining a business plan and confer the skills needed to apply strategy, marketing, finance, and innovation concepts to support critical strategic decisions regarding the start of a new business.



# INTEGRATION OF ENTREPRENEURSHIP SKILLS



The ENABLECARES entrepreneurship course will allow participants to:

- Acquire insights regarding strategy, marketing, finance and innovation concepts relating to the creation of a new business in high-technology markets.
- Learn to apply these concepts to analyse the challenges encountered by entrepreneurs when starting a business in a high-technology and high-service context.
- Learn to substantiate the critical decisions underlying the development of a feasible business plan.



# CONTENTS & STRUCTURE



## MODULE 0

Welcome and Self-assessment

- Introduction and practicalities.
- Starting a new business in the Life Sciences.

## MODULE 1

Basics of Entrepreneurship & Innovation

- Introduction of Innovation Management and Entrepreneurship.
- Product development process.  
From your life science idea to a product.

## MODULE 2

Product Development: customer value proposition, analysis & strategy

- Developing the organisation & From Start-up team to scale-up organisation.
- Developing a customer value proposition, industry, market and competitor analysis, Marketing Strategy and mix.
- Introduction to formal requirements in your institution.

## MODULE 3

Intellectual Property Rights & Legal aspects

- Intellectual Property: basics & management
- Introduction to technological development
- Legal aspects, cost of registration, understanding risks.
- Relation with the strategy.

## MODULE 4

Organisation. Team development, Key partners, Funding & Financials

- Team management.
- How to calculate the amount of funding needed.
- Operations: understanding the work process, viability of large-scale production, and manufacturability.
- Which key partners should be involved? Outsourcing.

## MODULE 5

Business Plan & Reflection

- Developing the business plan.
- How all the topics covered on the course are linked.
- Presenting and discussing the consistency of their idea.
- Reflection on the course.

# CALENDAR & SCHEDULE



| October |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|
| Su      | Mo | Tu | We | Th | Fr | Sa |
|         |    |    |    |    |    | 1  |
| 2       | 3  | 4  | 5  | 6  | 7  | 8  |
| 9       | 10 | 11 | 12 | 13 | 14 | 15 |
| 16      | 17 | 18 | 19 | 20 | 21 | 22 |
| 23      | 24 | 25 | 26 | 27 | 28 | 29 |
| 30      | 31 |    |    |    |    |    |

| November |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|
| Su       | Mo | Tu | We | Th | Fr | Sa |
|          |    | 1  | 2  | 3  | 4  | 5  |
| 6        | 7  | 8  | 9  | 10 | 11 | 12 |
| 13       | 14 | 15 | 16 | 17 | 18 | 19 |
| 20       | 21 | 22 | 23 | 24 | 25 | 26 |
| 27       | 28 | 29 | 30 |    |    |    |

| December |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|
| Su       | Mo | Tu | We | Th | Fr | Sa |
|          |    |    |    | 1  | 2  | 3  |
| 4        | 5  | 6  | 7  | 8  | 9  | 10 |
| 11       | 12 | 13 | 14 | 15 | 16 | 17 |
| 18       | 19 | 20 | 21 | 22 | 23 | 24 |
| 25       | 26 | 27 | 28 | 29 | 30 | 31 |

## Workload:

- 8 hours in Lectures\*
- 8 hours in Workshops
- 12-18 hours in Assignments

- Lectures & Workshops
- Project work

\* The course will be in person whenever possible





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