

CEIN**HEALTH**

ScaleUp

PROGRAMA 2024



Gobierno
de Navarra  Nafarroako
Gobernua






CEIN HEALTH ScaleUp'24

OBJETIVO

El Programa CEIN HEALTH Scaleup tiene como objetivo principal **fomentar el crecimiento y la consolidación de las startups del sector salud** para que puedan convertirse en las futuras empresas tractoras de la región.

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- 1 PROGRAMA CEIN HEALTH SCALEUP (TRL 3-5)**
SOPORTE EN EL DESPLIEGUE DE LAS ESTRATEGIAS FUNDAMENTALES DE LAS EMPRESAS EN TRL 3-5
 - 2 PROGRAMA CEIN HEALTH SCALEUP PLUS (TRL 5-8)**
PROGRAMA INTEGRAL DE LICENCIAMIENTO DE TECNOLOGÍAS FARMACEÚTICAS, MÉDICAS Y BIOTECNOLÓGICAS.



CEINHEALTH ScaleUp



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PROGRAMA CEIN HEALTH SCALEUP (TRL 3-5)



KICK OFF DAY 17 DE JUNIO (PRESENCIAL EN CEIN)	ANÁLISIS DE MERCADO POSICIONAMIENTO COMPETITIVO (ONLINE)	ESTRATEGIA REGULATORIA (PRESENCIAL EN CEIN)	ESTRATEGIA IP (ONLINE)	MODELO DE NEGOCIO Y EQUIPO (ONLINE)	NECESIDADES FINANCIERAS Y FUNDRAISING STRATEGY (ONLINE)
	17 SEPT	25 SEPT	2 OCT	9 OCT	16 OCT
MASTERCLASS DIGANÓSTICO INDIVIDUAL (1h): Análisis de situación de partida de la empresa en las diferentes áreas clave. 17 y 18 de junio	MENTORÍA (1h): Análisis de clasificación regulatoria del producto/servicio de la startup. Roadmap básico de acciones a realizar. 19-20 SEPT	MENTORÍA (1.5h): Análisis individual de protección regulatoria con experto en la materia. 26-27-30 SEPT	MENTORÍA (1h): Análisis individual de protección regulatoria con experto en la materia. 3-4 OCT	MENTORÍA (1h): Revisión del modelo de negocio. Estructura del equipo, posibles KOL... 10-11 OCT	MENTORÍA: Trabajo de las necesidades financieras de la empresa (2h) y roadmap de fundraising de la empresa. (1.5h) 17-18-21-22 OCT

POSIBILIDAD DE HACER PITCH EN EL CEIN STARTUP DAY EL 14 DE NOV EN BALUARTE ANTE INVERSORES



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PROGRAMA CEIN HEALTH SCALEUP PLUS (TRL 5-8)

Las sesiones on demand son grabadas y pueden visualizarse en cualquier momento, las sesiones presenciales son sesiones de trabajo para revisar los contenidos y preparar las live session con el experto.

KICK OFF DAY (17 JUN)

MASTERCLASS

PLANNING AND LICENSING BASICS - 16 SEP. ONLINE (ON DEMAND)

- DEFINING THE PLAYERS - BUYERS AND SELLERS (AND THEIR INVESTORS)
- UNDERSTANDING THE KEY DIFFERENCES BETWEEN IN- AND OUT-LICENSING
- HOW "BIG PHARMA" BD IS ORGANIZED
- PARTNERING MODELS AND DEAL TYPES (RESEARCH AGREEMENTS, LICENSES, ACQUISITIONS)
- LICENSING TRENDS

SESION GRUPAL 17 SEP. PRESENCIAL (13.30-15.00)

ASSET PRESENTATIONS- 19 SEP. ONLINE (ON DEMAND)

- OUT-LICENSING CAMPAIGN OVERVIEW
 - EXAMINING THE THREE CORE PRESENTATIONS THAT WILL ENHANCE YOUR OUTREACH STRATEGY
1. THE "FOLLOW UP" PRESENTATION
 2. THE "MEETING" OR "PITCH" DECK
 3. THE "CONFIDENTIAL" PRESENTATION

**LIVE SESSION
19 SEP. ONLINE (10.00-11.00 EASTERN TIME)**

OUTREACH PLANNING AND EXECUTION - 23 SEP. ONLINE (ON DEMAND)

- PLANNING A SUCCESSFUL OUT-LICENSING CAMPAIGN
- CONSTRUCTING AN OUTREACH PLAN
- WHY DO YOU THINK THE ASSET IS LICENSABLE?
- WHO MAY BE A GOOD PARTNER?
- HOW WILL YOU CONTRACT POTENTIAL PARTNERS?
- WHEN AND WHERE SHOULD AN INITIAL MEETING TAKE PLACE?
- EXECUTING AN OUTREACH PLAN
- BEST PRACTICES WHEN APPROACHING POTENTIAL PARTNERS AT CONFERENCES
- HOW DO MULTINATIONAL COMPANIES PARTICIPATE IN PARTNERING CONFERENCES?
- A REVIEW OF DIGITAL RESOURCES SUCH AS LINKEDIN
- EFFECTIVE NETWORKING
- DEFINING WHAT A SUCCESSFUL OUT-LICENSING PROCESS LOOKS LIKE

SESION GRUPAL 24 SEP. PRESENCIAL (13.30-15.00)

IN-LICENSING - 26 SEP. ONLINE (ON DEMAND)

- THE STRATEGIC CONTEXT
- EVALUATION CRITERIA AND PITFALLS
- ORGANIZATIONAL IMPLICATIONS

PATENTS - 30 SEP. ONLINE (ON DEMAND)

- WHAT IS A PATENT?
- WHAT IS THE PATENT PROCESS?
- LOCAL VERSUS INTERNATIONAL PATENTS
- WHEN SHOULD WE PATENT?

VALUATION - 3 OCT. ONLINE (ON DEMAND)

- WHAT IS IT? WHY DO IT?
- REVENUE FORECASTING
- EXPENSE FORECASTING



**Fundamentals Course:
Pharmaceutical and
Biotech Licensing**



Carlos Velez

Founder & Managing Partner at Lacerta Bio
Trainer

El programa se desarrollará en colaboración la EBD BioEurope Academy y se desarrollará en inglés

SESION GRUPAL 4 OCT. PRESENCIAL (13.30-15.00)

**LIVE SESSION
7 OCT. ONLINE (10.00-11.00 EASTERN TIME)**

VALUATION PART II- 7 OCT. ONLINE (ON DEMAND)

- RISK-ADJUSTED CASH FLOW
- NET PRESENT VALUE AND DEAL SPLIT
- IMPACT OF STRUCTURE AND TERMS
- VALUE INFLECTION POINTS & REAL OPTIONS

TERM SHEETS AND CONTRACTS - 10 OCT. ONLINE (ON DEMAND)

- REVIEWING THE BASIC CLAUSES IN A TERM SHEET
- ADVANCED VALUATION/TERM SHEET TOPICS
- LEARNING THE ESSENTIALS OF NEGOTIATION
- INDIVIDUALS
- MULTINATIONAL COMPANIES
- MOVING THE PROCESS FORWARD FROM TERM SHEET TO CONTRACT TO CLOSE
- WHAT HAPPENS ONCE CONTRACT IS SIGNED?

**CASE STAUDY
14 OCT. ONLINE (ON DEMAND)**

**LIVE SESSION - CASE STUDY
21 OCT. ONLINE (10.00-11.00 EASTERN TIME)**
A LIVE CLASS SYNTHESIZING LEARNINGS FROM THIS COURSE THROUGH A GROUP CASE STUDY PROJECT. STUDENTS WILL NEGOTIATE TERMS BETWEEN A LICENSOR AND A PROSPECTIVE LICENSEE.