

Start-me up 2020

Two-day training about creation of startups in the field of Life Science

November 12-13, 2020

Institut Pasteur, François Jacob Center, room 28-01-01A



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If you want to participate in this training, please send your application (download from www.pasteur.fr/en/startmeup) until **October 15, 2020** to suaw@pasteur.fr.

Partners: DARRI & MAASCC

Contact: Startup Awareness office (suaw@pasteur.fr)

Website: www.pasteur.fr/en/startmeup
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Start-me up 2020 program

Thursday, November 12, 2020

Session 1: Transforme your idea into Business model

9:30-10:00am **Why create a startup?**

Jacques Lewiner, *Professor/Honorary scientific director, École Supérieure de Physique et de Chimie industrielle de la Ville de Paris (ESPCI Paris)*

10:00-10:30am **The difference between a bright scientific project and the sale of a product**

Frédéric Jallat, *Academic director, Advanced Master in Biopharmaceutical Management(MsM-Paris & London), Marketing professor, ESCP Business School*

Break

11:00-11:30am **Innovation: the journey from a scientific discovery to a product**

Élodie Brient-Litzler, *Head of Innovation development, Technologies for Life Science and Med Tech, Institut Pasteur*

11:30-12:30am **Panel Discussion: Minimal visible product to launch a startup?**

Jennyfer Lecompte, *Head of Research & Innovation Program, Cap digital*
Emmanuel Vincent, *CEO, Aenitis Technologies & Senior Resident Entrepreneur, Agoranov*

Lunch

Session 2: Build your team and Business model Canvas

2:00-5:30pm **Work with Business model Canvas**

5:30-6:30pm **Pitch: name of the company, product, innovation, benchmarking, market**



Friday, November 13, 2020

Session 3: Startup culture and Early financing

- 9:30-10:00am **Startup culture and entrepreneurship**
Hervé Lebret, Co-director, INRIA Startup studio
- 10:00-10:45am **The team**
Hervé Lebret, Co-director, INRIA Startup studio
Jean Roubas, Principal, 50 Partners
David Marques, CEO, findyourcofounder.io
- Break**
- 11:15-12:00am **Panel discussion: Early financing-startup competitions, love money, crowdfunding**
Julie Lellouche, Innovation manager, Bpifrance
Alexandre Batch, Startup creation manager, Institut Pasteur
- 12:00-12:45am **Panel discussion: Startup incubators**
Stéphanie Lefebvre, Deputy director, Paris biotech santé
Laurence Lacroix-Orio, Project manager, Genopole
- Lunch**

Session 4: Pitch your business idea

- 2:00-2:30pm **How to prepare a good pitch**
Chloé Szulzinger, Co-founder, CareOS, Baracoda company
- 2:30-3:00pm **Finish up Business model Canvas**
- 3:00-5:00pm **Prepare your presentation**
- 5:00-6:00pm **Present your project.**
- Jury:** *Isabelle Buckle, Executive Vice President, Technology transfer & Industrial partnership, Institut Pasteur*
Stéphanie Lefebvre, Deputy director, Paris biotech santé
Jessica Leygues, CEO, Medicen
Chloé Szulzinger, Co-founder, CareOS, Baracoda company
Franck Lescure, Partner, Elaia
- 6:00-6:15pm **Closing remark**
- 6:15-7:00pm **Cocktail**



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