

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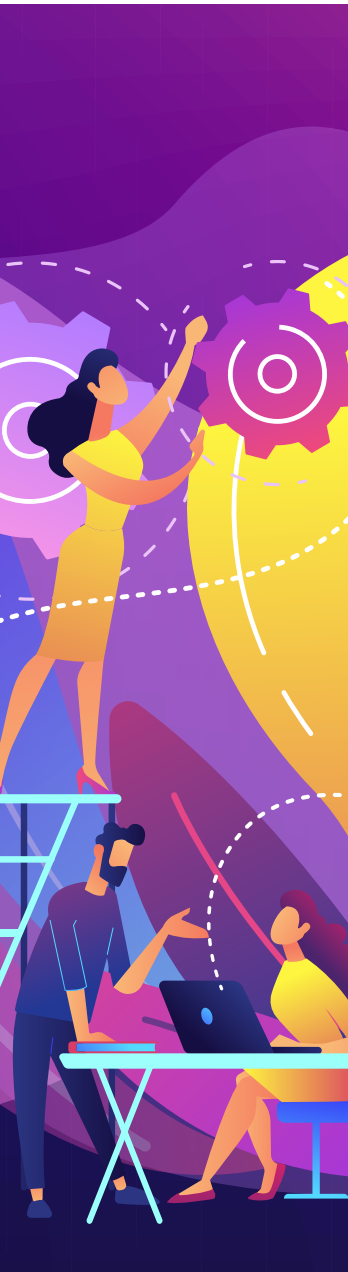
If you want to participate in this training, please send your application (download from [www.pasteur.fr/en/startmeup](http://www.pasteur.fr/en/startmeup)) until **October 15, 2020** to [suaw@pasteur.fr](mailto:suaw@pasteur.fr).

**Partners:** DARRI & MAASCC

**Contact:** Startup Awareness office ([suaw@pasteur.fr](mailto:suaw@pasteur.fr))

**Website:** [www.pasteur.fr/en/startmeup](http://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, Agoranol*

**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**

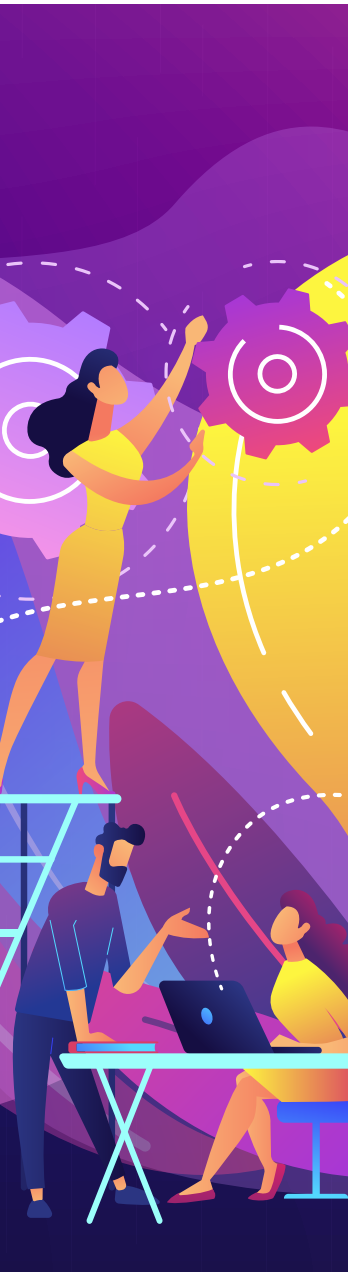
## Friday, November 13, 2020

### Session 3: Startup culture and Early financing

- 9:30-10:00am **Startup culture and entrepreneurship**  
**Hervé Lebreton**, *Co-director, INRIA Startup studio*
- 10:00-10:45am **The team**  
**Hervé Lebreton**, *Co-director, INRIA Startup studio*  
**Jean Roubaud**, *Principal, 50 Partners*  
**David Marques**, *CEO, findyourcofounder.io*
- Break**
- 11:15-12:00pm **Panel discussion:** Early financing-startup competitions, love money, crowdfunding  
**Julie Lellouche**, *Innovation manager, Bpifrance*  
**Alexandre Batch**, *Startup creation manager, Institut Pasteur*
- 12:00-12:45pm **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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