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

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
        www.pasteur.fr/fr/startmeup
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