



## **Business & Entrepreneurial skills course**

Preliminary program first run: 9 – 11 January 2008 (version October 24, 2007)  
Woudschoten conference centre Zeist

### **General information**

The Business & Entrepreneurial skills course is designed to provide participants with basic tools and concepts needed to write business plans and investment proposals. As such, the course aims to create more awareness for the 'non-academic' career track. This (short) course is a primer to more extensive courses for those who, for example, would like to start their own business. These follow up courses include the 'Science to the market' course in Groningen, or the NIABA BioBusiness Masterclass (see [www.tipharma.com](http://www.tipharma.com) for other courses available on this topic).

The course is targeted at and compulsory for all TI Pharma PhD students, but also open to all TI Pharma post-docs. Capacity for this first run is 20 participants, some positions are still available. Would you like to join? Please contact our HR manager Karin Huiberts by email at [Karin.Huiberts@tipharma.com](mailto:Karin.Huiberts@tipharma.com) or via phone at 071 – 527 1414.

All costs of the course are covered directly by TI Pharma per participant. However, if you cancel your attendance within two weeks before the start of the course without providing us with replacing participant, we will charge you the costs of the course.

### **Preliminary course program (as per October 22)**

For the course five topics are selected: Vision & ambition, Market analysis, Finance, IP and "Boundary conditions" (essentials for success, such as a competent team and proper quality assurance).

Wednesday January 9, 2008:

18:00 Meet at Woudschoten conference center in Zeist ([www.woudschoten.nl](http://www.woudschoten.nl))  
Welcome, dinner and short introduction to the course

#### **Vision & Ambition:**

20:00 Candlelight lecture: Joost van Bree (CEO Pepscan BV)  
21:15 Formation of 4 groups of 5 participants each, work on case  
22:30 2-3 minute feedback from each group  
22:45 Drinks

Thursday January 10, 2008:

#### **Market analysis:**

8:30 Market analysis basics: Jorg Janssen (Strategy & Business Development, TI Pharma)  
9:00 Pharmaceutical market analysis: Ward van Buul (Managing Director, S&BD international BV)  
10:00 Pharmaco-economics: Maarten Postma (professor in pharmaco-economics, Groningen University)  
11:00 Case work & lunch  
13:00 5 minute presentation per group, feedback from other groups and faculty

**Finance:**

- 14:00 Accounting: Robin Alma (senior consultant and founder Dutch healthcare competence center, Roland Berger Strategy Consultants)
- 15:30 Funding a company: Edward van Wezel (partner BiogenerationVentures)
  
- 17:00 Free time / work on case / ...
- 18:00 Dinner

**Intellectual Property:**

- 20:00 IP strategy: Hans Raven (Intellectual Property expert)
- 21:30 Free time / work on case / drinks / ...

Friday January 11, 2008:

**“Boundary conditions”**

- 9:00 Competencies: speaker to be confirmed
- 10:30 Quality Assurance and regulatory affairs: speaker to be confirmed
  
- 12:00 Lunch
- 13:00 Work on case

Presentation per group

- 15:00 Case 1 presented by group 1 (15' plus 15' discussion)
- 15:30 Case 2 presented by group 2
- 16:00 Case 1 presented by group 3
- 16:30 Case 2 presented by group 4
- 17:00 Wrap up and conclusions

**Return afternoon** (date to be agreed upon during the course):

Discussion meeting based on a set of questions addressing current business issues presented in the course.

Location: meeting room at/close to  
Utrecht CS

**Course organizers:**

- Coen Beuvery (PAT consultancy)
- Han Moshage (Managing director GUIDE, Groningen)
- Herman Groen (CSO IQ Corporation)
- Jorg Janssen (Strategy & Business Development, TI Pharma)