

# WEEK'S AGENDA

## MONDAY

- **Overview: The MedTech Business**  
*J. Zuercher, Ernst & Young SA*
- **Assessing Market Opportunities**  
*S. Mehta, Rensselaer Polytechnic Institute*
- **MedTech Project**  
*Participants' Projects*
- **Product Development**  
*M. Roettcher, Zuehlke*
- **MedTech Project**  
*Participants' Projects*

## TUESDAY

- **Business Planning**  
*S. Mehta, Rensselaer Polytechnic Institute*
- **MedTech Project**  
*Participants' Projects*
- **Design of Preclinical and Clinical Studies**  
*I. Braun, Nobel Biocare Services*
- **Protecting Intellectual Property: The Perspective of the Swiss Federal Institute of Intellectual Property**  
*F. Langlotz, Swiss Federal Institute of Intellectual Property*
- **Protecting Intellectual Property: The Perspective of a MedTech Company**  
*L. Sager, TE Connectivity*
- **MedTech Project**  
*Participants' Projects*

## WEDNESDAY

- **Go to Market Strategies and Tactics**  
*W. Enz, Cellec Biotech*
- **Reimbursement**  
*T. Seeger, Medalliance Consulting*
- **MedTech Project**  
*Participants' Projects*
- **The Regulatory Framework**  
*B. Steffen, Confinis*
- **MedTech Project**  
*Participants' Projects*

- **MedTech Cases:**  
**EndoArt, Antlia and Rheon Medical**  
*N. Stergiopolus, EPFL*
- **Evening Event**

## THURSDAY

- **Pre-Venture Financing of MedTech Enterprises**  
*J.-P. Vuilleumier, CTI Invest*
- **Due Diligence for Venture Financing a MedTech Endeavor**  
*P. Griss, Zühlke Ventures*
- **MedTech Cases: SamanTree Medical and Lunaphore Technologies**  
*D. Kosanic and A. T. Ciftlik*
- **Workshop: Best Practices for MedTech Start-Ups**  
*M. Garcia Pedraza, Orgat Ventures*
- **Medical Technology from an Investor's Point of View**  
*R. Braglia, Helsinn Group*
- **MedTech Project**  
*Participants' Projects*

## FRIDAY

- **Image-Guided and Computer-Aided Interventions**  
*L. Nolte, University of Bern and CTI Medtech*
- **MedTech Case: Medacta International**  
*A. Siccardi, Medacta International*
- **The Perspective of Large MedTech Players towards Start-Ups and Suppliers**  
*H. Visarius, VISARTIS Healthcare*
- **Support Programs and Instruments in Switzerland**  
*P. Harboe-Schmidt, CTI Start-Up*
- **MedTech Project**  
*Participants' Projects*
- **Participant's Presentations**
- **Feedback & Closing Remark**

# FEES AND CONTACT DETAILS

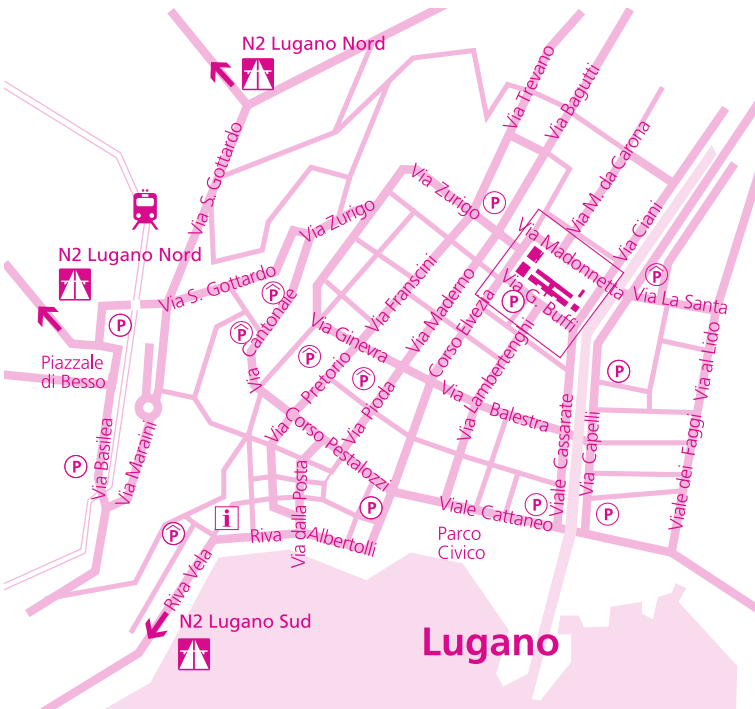
CHF 4,000.–  
Registration fees include tuition, hospitality (all lunches, coffee breaks and one evening event).

An early-bird rate of CHF 2,900.– applies until 31 January 2016.  
If you are affiliated to an early-stage venture or an academic institution you will be eligible for a discount on tuition fees.  
Fees are payable in advance on receipt of confirmation of registration.  
Deadline for registration: 31 March 2016.

**Venue**  
Università della Svizzera italiana, Via Giuseppe Buffi 13, CH-6904 Lugano  
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For further information and registration: [www.medtechbusiness.usi.ch](http://www.medtechbusiness.usi.ch)



Università della Svizzera italiana

**MedTech Business  
MedTech Club**

# MedTech Business

Advanced short program on MedTech Entrepreneurship at USI

LUGANO: 13-17 June 2016







## STRUCTURE AND CONTENT OF THE COURSE

This one-week comprehensive course takes the participant on a journey through the entire process of creating a medical device or diagnostic company from idea generation to venture financing. It covers the state of the MedTech industry, assessing market opportunities, product development, business plans, the design of preclinical and clinical studies, capital sources, IP, regulatory affairs and reimbursement.

Lectures will be complemented by case studies and extensive discussions. Participants are grouped into teams to work on their ideas and have the opportunity to present their work at the end of the course to a panel of experts in medical technology.

Lectures and seminars will be held by a world-class team of lecturers and instructors from industry and venture capital.

## WHO SHOULD ATTEND?

The program is tailored to the needs of individuals who plan to create and finance a medical device or diagnostic company. Our target public includes:

- Scientists and engineers wishing to commercialize medical devices and diagnostic services
- Entrepreneurs and managers from MedTech companies who wish to explore and better understand the global sector

The number of participants is limited to 30.

## COURSE OBJECTIVES

The course provides existing and potential entrepreneurs with the necessary network, tools and expertise to increase the chance for success whether they are exploring creating a venture or growing an existing business.

Access to a faculty of real-world business experts gives participants a chance to learn about and participate in the entrepreneurial process.

Through these connections to seasoned entrepreneurial business executives, venture capitalists and service providers, the program can help build momentum for emerging ventures.