



smile
e-CAMPUS

LEARN THE BASICS OF LIFE SCIENCE ENTREPRENEURSHIP

**Flexible 8-week digital program
providing access to industry knowledge
and key life science insights**

**20+ experts sessions covering
Business Models, Corporate Governance,
Funding and Venture Capital, IP and
Regulatory Strategy, Marketing**

www.smileincubator.life/ecampus



PURPOSE

BEFORE

I'd love to work in life science but I don't know how

I need help channeling my entrepreneurial passion

I've got a business concept I want to develop

I want to learn from industry leaders

AFTER

I **have** a solid understanding of the industry

I **am skilled** at creating value propositions and business models

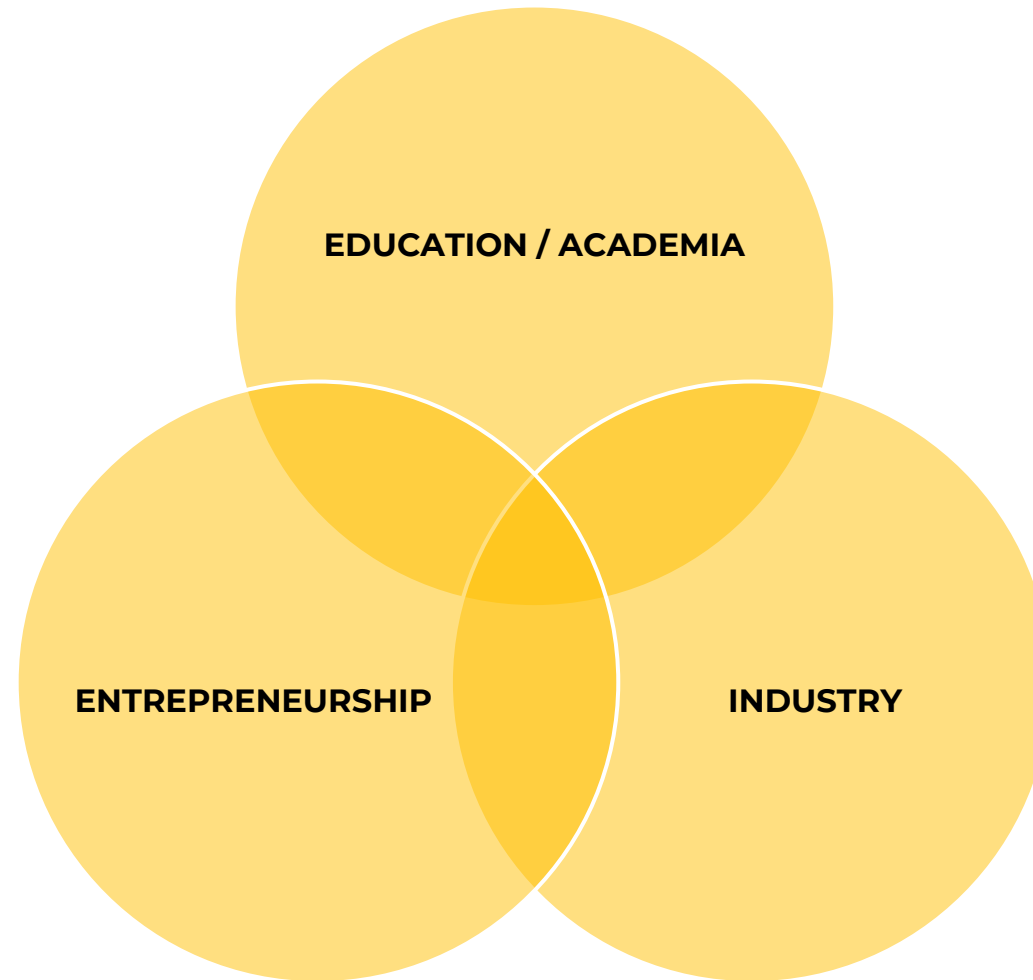
I **can** plan the development process from idea to investment

I **know** the secrets of a successful investor pitch





PURPOSE





TESTIMONIALS

“

I really enjoyed the e-Campus experience and I learned a lot of useful things that I can hopefully use in my future work.

Diana Mindroc, MSc graduate & Research assistant at Cancer Research Centre.

”

“

You offered me a holistic view of the world of Bioentrepreneurship and I am looking forward to making use of all the valuable insights I gained in these eight weeks.

Evangelia Valavani, PhD graduate & Research assistant at Yuzuncu Yil University

”





TESTIMONIALS

“

The program has been very inspiring. I got a deeper knowledge of several areas that I have touched upon during the development of my own company.

Maria Rosén Klement,
PhD and co-founder of the startup
company PainDrainer.

”

“

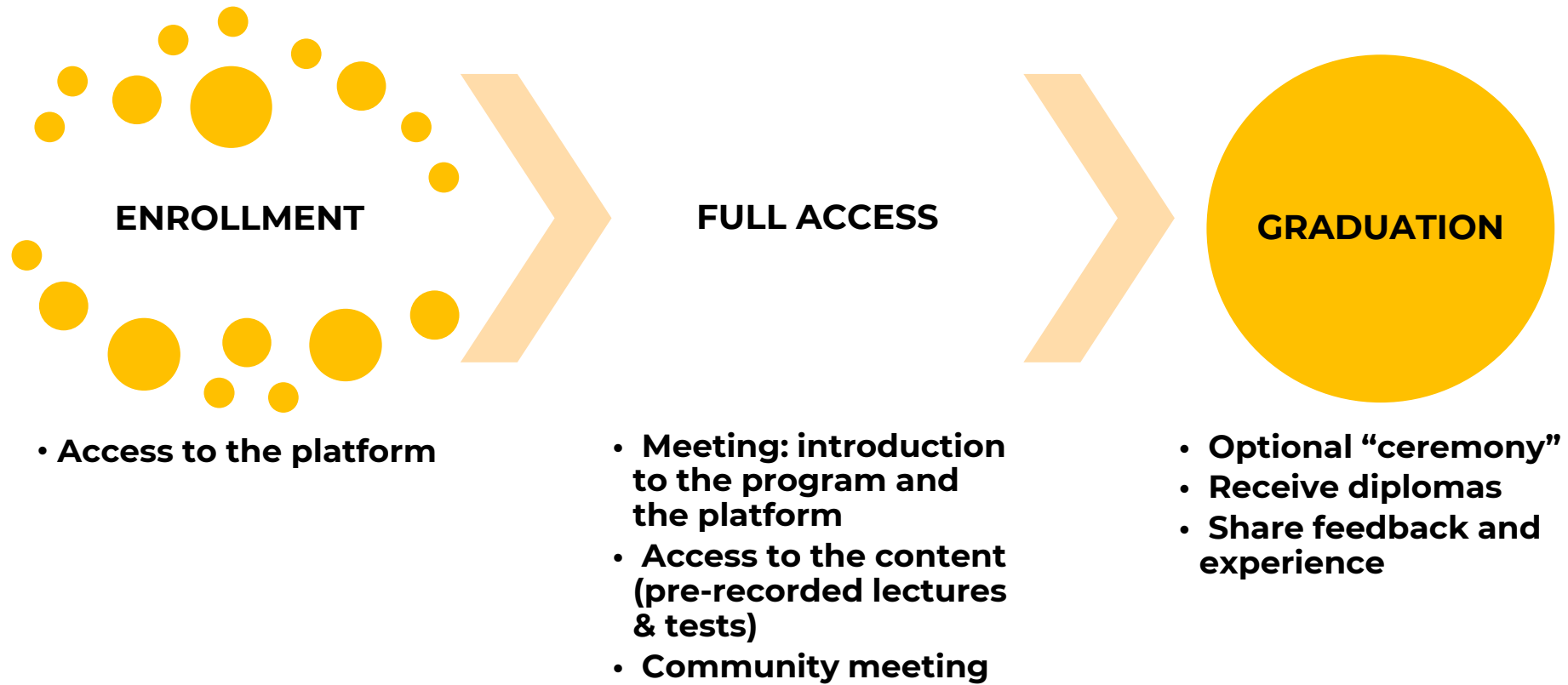
This program exceeded my expectations in terms of learnings, the courses on the different topics were given by specialists and consultants with years of experience in their respective fields, be it IP Management, Regulatory Strategy, or Online Marketing. New learnings, that further developed my understanding of the commercial side of the life science business.

Albert Tóth, MSc graduate

”



PROCESS



TIMELINE

8 weeks of content (29 lectures + tests = 5 h/w)



12 weeks of platform access



CONTENT

WEEK BY WEEK

1

Topics:

Introduction to life science

Value proposition canvas

Purpose:

Learn what to expect as an entrepreneur developing a business in life science.

Define your value proposition(s).

2

Topics:

Intellectual property

Purpose:

Become familiar with different types of Intellectual Property.

To learn about patents real life science examples.

3

Topics:

Venture Capital

Corporate governance

Purpose:

Understand the relationship between management and shareholders.

Learn how to create a pitch deck for investors.

4

Topics:

Regulatory strategy

Accounting and budgeting

Purpose:

Learn how to define regulatory requirements; how to CE mark a medical device.

Understand accounting fundamentals.



CONTENT

WEEK BY WEEK

5

Topics:

MedTech Marketing

Pricing

Business models

Purpose:

Become familiar with different innovation and business models.

Learn how to choose the "right price".

6

Topics:

Industry partnerships

GDPR

Purpose:

Learn what is required to become a partner in a research collaboration.

Learn what GDPR is and why it is relevant to a life science startup.

7

Topics:

Google analytics

Communication

Purpose:

Learn how to attract the right customer by understanding data.

Learn how to create content and structure a website.

8

Topics:

Branding

Social media

Pitching

Purpose:

Learn about the customer perception.

Understand several types of social media platforms.

Capacent



topvisible

connect
SVERIGE




EXAMPLE LECTURE

LEARNER VIEW - GENERAL








The video player displays a lecture slide with the GE logo in the top left corner. The slide title is "R&D in Partnership". Below the title is a small portrait of Timo Schirmer, followed by his name and title: "Timo Schirmer, Manager, MR Applied Science Laboratory, GE Healthcare, Munich, Germany". The slide background is dark blue with several circular icons representing various scientific and medical concepts like a heart, a person, a flask, a microscope, a plus sign, a brain, an eye, a person with a cane, and a caduceus. The video player interface includes a play button, a progress bar showing 00:22, and standard video controls like volume, settings, and full screen.

R&D in partnership
ID: E-602NLV 

0 / 5 lessons completed

[PREVIOUS](#) [NEXT](#)

 **R&D in partnership - GE Healthcare**
Vimeo video

-  **R&D in Partnership, slides**
Slides
The slides used in the lecture.
-  **Test - Research & Development in partnership**
Test
-  **Evaluate lecture on R&D in Partnership**
Survey
-  **Course feedback**
Survey

R&D in partnership - GE Healthcare

Course Description

Research and Development in partnership offers the unique opportunity to accelerate a development process of a product answering important market needs at reduced cost and increased speed. This lecture will cover the basic concepts of R&D in partnership, the requirements as well as the potential advantages and disadvantages. It will provide some guidance which type of projects could be suitable, and how a potential framework could be created.



EXAMPLE LECTURE

LEARNER VIEW – TEST AFTER LECTURE

Test - Research & Development in partnership

Choose the correct answer based on what you learned in the lecture.

4
Pass Mark

No
Time limit

5
Maximum Score

5
No. of questions

Unlimited
No. of attempts

BEGIN THE TEST

R&D in partnership
ID: E-602NLV

Test - Research & Development in partnership

Multiple Choice

1) Which of the following quotes comes from Thomas Edison

- If I had asked people what they wanted, they would have said faster horses.
- The way to get started is to quit talking and begin doing.
- I find out what the world needs. Then I go ahead and try to invent it.

Multiple Choice

2) Which technology readiness levels are most suitable for collaborative research?

- 5-9
- 0, 1 and 9
- 2-4 and 7

Multiple Choice

3) What would not be a major risk for R&D in partnership?

- Loss of flexibility due to resource commitments
- Different success metrics of participating stakeholders
- Working in an multi-disciplinary consortium

Multiple Choice

4) What should not be driving the selection of your potential partner for R&D?

Page 1 of 1

LEAVE TEST **SUBMIT (TEST COMPLETED)**



EXAMPLE LECTURE

LEARNER VIEW – FEEDBACK



Likert scale

1) How would you rate these questions?

	Strongly disagree	Disagree	Agree	Strongly agree
I enjoyed this course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This course was informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will be able to use the knowledge of this course in my work / studies / business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that the knowledge from this course can help me reach my goals faster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Text answer

2) Any comments you would like to share?

Answer here



RESULTS

How would you describe your knowledge / competence:

i.e

Life science industry (how corporations work)

Patents, copyright and trademarks

Social media marketing

Ventural capital

Business models

...

	Don't know	Non-existent	Have an idea / Basic level	Good / I have studied before	Very good
Before	13%	34%	42%	10%	1%
After	0%	0,8%	28%	42%	28%

