

Biotech Accelerator Bootcamp Topics & Descriptions

Topic Titles	Descriptions
Design and Logic of the Program	In this session, we describe the overall design of the program and how each of the modules builds on previous modules
Expectations of the Participants	Participants in the biotech bootcamp are expected to identify critical activities essential for preparing themselves for the US market. Also, they are expected to begin creating a 12-18 month action plan with a timeline to achieve these steps.
Mindset of Successful Entrepreneurs	Successful founders 'see' the world differently and process information differently. In this session, we explore the elements of mindset that are shared by successful entrepreneurs.
Game of Risk & Fun	For biotech startup founders, being comfortable with risk and uncertainty is crucial to success. The journey from idea to US market is filled with unpredictable challenges. Embracing risk fosters innovation and adaptability, allowing founders to pivot and seize opportunities that risk-averse individuals might miss. To illustrate this, we will play a game in class that simulates the high-stakes biotech environment, helping participants navigate risk in an engaging setting.
It's Not the Technology that Matters	Many Founders are too focused on their technology. In this session, we explore why creating value is more important than the underlying technology
Shifts Happen	How opportunities for new products and services 'emerge' is misunderstood. Real opportunity occurs with something 'shifts' in the market or enabling technology. In this session, we explore the types of shifts that enable opportunities for dynamic growth.
Value Creation Thesis	In order to succeed, founders need to be able to clearly articulate the value they will create for their customers, partners and users. In this session, we teach the participants a framework for describing how they will create value.
Daily Wrap-up	At the end of the day, we summarize the learn, review the assigned 'homework' and answer any questions the participants may have.
Review of Previous Day	We start the day with a review of the activities and learnings from the previous day.
"Group Huddle" on	The participants are divided into groups of 5. In these small groups they present their 'homework' from the previous day for review, comment and feedback. This is done as a group. Each of the companies not only presents but listens to the feedback given to the other companies. We expect that the companies will provide feedback to each other.
The Communications Challenge	Effective communications is critical to success as an entrepreneur. But communication is deeply dependent on culture. In this session we examine how culture impacts how we communicate with others.

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The Challenge of Going Global	Scaling a company in your local market is difficult. Scaling outside your local market is yet harder. In this session, we examine the top 10 challenges startups face when expanding globally.
Self-Assessment	During the break, the startup founder perform a self-assessment of their company in these 10 challenge areas.
Discussion of Challenges	After the break, we will ask the startups to present their what they see as their top 3 challenges.
Target Product Profile (Product Requirement Document)	Target Product Profile (TPP) is a dashboard outlining the desired characteristics of a product intended to address a specific disease or diseases. TPPs can help guide product research and development by providing a clear set of goals to focus on. In essence, it summarizes the Product Requirements Document/Product Development Roadmap (PRD). This exercise is meant to help participants capture all the “required” subtleties of the features and functions their target customers and patients need to have AND that they believe will differentiate themselves from their competitors, of which the solution will be paid for. This document also serves as a way to optimize the product quality, the speed of development, and the cost of production. * The completion of the TPP is necessary for participation for later stages of the program
Daily Wrap-up	At the end of the day, we summarize the learn, review the assigned 'homework' and answer any questions the participants may have
Review of Previous Day	We start the day with a review of the activities and learnings from the previous day.
"Group Huddle" on Target Product Profile	The participants are divided into groups of 5. In these small groups they present their 'homework' from the previous day for review, comment and feedback. This is done as a group. Each of the companies not only presents but listens to the feedback given to the other companies. We expect that the companies will provide feedback to each other.

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<p>Healthcare Ecosystem (Payer and Reimbursement)</p>	<p>The U.S. healthcare system is often described as unique due to its complex and multifaceted payer structure. Unlike many other developed countries that have a single-payer system or predominantly government-funded healthcare, the U.S. employs a mixed system. It includes private insurance companies, employer-sponsored health plans, and public programs like Medicare and Medicaid. This results in a fragmented landscape where patients may experience varying levels of coverage, costs, and accessibility depending on their insurance provider. The diversity in payers significantly influences how healthcare services are delivered, billed, and reimbursed, highlighting the system's complexity and distinctiveness compared to more streamlined international models. Participants will be encouraged to develop a high level plan of how they expect their solution to be paid for, to include: what they anticipate they can charge for their solution. If their solution is expected to be reimbursed, to identify the reimbursement codes (CPT codes) in which they intend to cover the cost.</p>
<p>Regulatory Hurdles</p>	<p>Regulatory (FDA, FTC, FCC) Strategy. This workshop will explore the various regulatory agencies and their possible impact on the product development, claims, and go to market strategy. In particular, we will focus on the FDA pathways and depending on the proposed solution, the participants will start to develop and decide on next step with the FDA and identify where their greatest challenges will be and how they might address.</p>
<p>Care Delivery Pathways (Patient/Provider Journey Map)</p>	<p>Understanding the clinical care pathway is crucial in diagnostic, device and particularly drug development. It ensures that new therapies are effectively integrated into existing medical practices. The pathway outlines the steps a patient undergoes from diagnosis to treatment and beyond, providing a comprehensive view of the patient's journey. By comprehensively understanding this pathway, biotech companies can identify unmet medical needs, optimize the design of clinical trials, and anticipate potential hurdles in patient management. Additionally, it aids in aligning new treatments with current clinical protocols, ensuring seamless adoption by healthcare providers. This knowledge ultimately enhances the solution's efficacy, safety, and acceptance in the medical community, leading to better patient outcomes and more efficient healthcare delivery. This journey map is not a requirement to be completed to continue in the program, but strongly encouraged, as it will help founders understand what the potential is for product market fit.</p>

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<p>Competitive Landscape</p>	<p>We will introduce the primary and secondary market research and their value for gaining insights into their target market. Primary market research involves directly gathering data from potential customers through methods like surveys, interviews, and focus groups, providing firsthand, specific insights into consumer needs and preferences. Secondary market research involves analyzing existing data from sources such as industry reports, market analysis, and competitor studies, offering a broader understanding of market trends and competitive dynamics.</p> <p>To effectively communicate the insights gained from this research, we will provide examples of visual depictions that highlight the key differentiators (strengths and weaknesses) of solutions compared to others in the market and those coming to market. This visual representation is an expansion of the value creation statement, making it easier to compare and contrast various solutions. There are numerous ways to portray the competitive landscape, from simple tables and spider charts to bubble charts. The participants will determine which visual depiction best tells the most compelling story, ensuring the chosen method effectively conveys the competitive advantages and areas for improvement of their solutions.</p>
<p>Telling Your Company Story</p>	<p>Once founders understand how they will create value and the positioning of their product in the market, they need to be able to 'tell their story' in a concise and compelling manner. In this session we work with the founders to create a 'storyboard' of the story they need to tell.</p>
<p>Daily Wrap-up</p>	<p>At the end of the day, we summarize the learn, review the assigned 'homework' and answer any questions the participants may have</p>
<p>Review of Previous Day</p>	<p>We start the day with a review of the activities and learnings from the previous day.</p>
<p>"Group Huddle" on 1-minute pitch</p>	<p>The participants are divided into groups of 5. In these small groups they present their 'homework' from the previous day for review, comment and feedback. This is done as a group. Each of the companies not only presents but listens to the feedback given to the other companies. We expect that the companies will provide feedback to each other.</p>
<p>Inside the Mind of the Investor</p>	<p>At some time in the future, the startup will need to raise money. But most founders do not understand how investors make investment decisions. In this session, the venture capital partner who is part of the team will share her perspective on what is “actually” happening in the investment process.</p>

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<p>IP, Licensing/M&A</p>	<p>The panel on IP, licensing, and M&A for biotech startups will explore critical strategies for protecting intellectual property, leveraging licensing opportunities, and navigating mergers and acquisitions in a challenging economic environment. Experts will discuss the importance of robust IP protection as a foundational element for attracting investment and maintaining a competitive edge. The conversation will cover best practices for securing patents, managing IP portfolios, and understanding the nuances of licensing agreements to maximize value and minimize risk.</p> <p>Additionally, the panel will delve into the dynamics of M&A, offering insights on when and how to pursue acquisitions or mergers as part of a growth strategy. This includes evaluating potential partners, conducting thorough due diligence, and structuring deals to achieve favorable outcomes.</p>
<p>One-minute Pitch</p>	<p>In this session, each of the founders will have the opportunity to give a 1-minute pitch. The instructors and other participants will provide feedback on the effectiveness of the pitch.</p>
<p>What Comes Next</p>	<p>At the end of this 4 days, we share with the participants more information about the next phases of the program.</p>