

# Genesis

## For next-generation biotech leaders

An intensive 8-week program with one lecture per week, designed to empower Italian Master & PhDs students with the tools and knowledge to bring their research project on the market. Through hands-on workshops, mentorship from industry leaders, and hands-on training, you'll learn the entrepreneurial fundamentals to transform a scientific idea into a seed project. As we believe in learning by doing, the program culminates in a pitch competition where top projects will receive support to turn their visions to life. Join the next-generation bioresearchers and bioentrepreneurs this Spring!

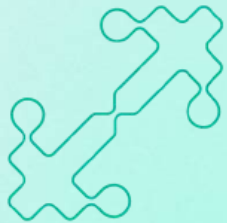
Every Thursday – 6:00 to 8:00PM

6th March – 11th May

Online

### 4 Theoretical Lectures

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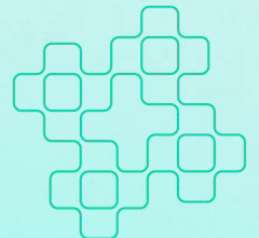


The lectures will cover how to turn a project into a market-ready product, safeguard your intellectual property, and successfully navigate the investor bio-landscape. You'll also gain insights on effectively pitching your data to industrial and financial investors, equipping yourself with the essential tools to bring your research to the next level.

### 4 Hands-on Lectures

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Gain firsthand perspectives from industry leaders who are revolutionizing the MedTech and Biotech sectors. Through direct testimonials, you'll gain valuable insights into the challenges they've faced, the lessons they've learned, and how they've navigated their careers. Discover how cutting-edge technologies in healthcare, biology, and robotics are driving innovation, revolutionizing patient care, and opening new frontiers in scientific advancement.



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# Academic Agenda

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## 12 - 3 How to transform a project into a product

Learn to recognise the commercial potential of your scientific discovery & get to know the principal valorization strategies

## 13 - 3 How to protect the IP of your research

Gain a fundamental understanding of intellectual property to determine the right timing and approach for protecting your research

## 20 - 3 Understanding Investment Funds' role in shaping Innovation

Understand the key differences among life science investors, their investment criteria, and the growth path leading to a successful exit

## 27 - 3 Mastering Market Analysis and Pitches for Investors

Learn how to calculate your target market, position yourself among competitors, and craft a compelling pitch.

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## 03 - 4 Successful stories: Medical MicroInstruments

Meet the pioneers behind a groundbreaking startup developing one of the most advanced and innovative technologies in microsurgery.

## 10 - 4 Successful stories: Biotech

Meet an esteemed researcher dedicated to advancing drug discovery and translational biomarkers, with a distinguished career bridging industry and academia.

## 17 - 4 Successful stories: Edivite

Meet the founder of a startup pioneering DNA-free genome editing to develop innovative solutions for sustainable viticulture.

## 24 - 4 Successful stories: BioRobotics

Meet the visionary leader and founder of a startup dedicated to developing innovative wearable robotics technologies that enhance people's lives.

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