



**enablecares**  
ENTREPRENEURSHIP PROGRAMME

ENTREPRENEURSHIP COURSE  
FEBRUARY-MARCH 2025  
ENABLECARES



# INTEGRATION OF ENTREPRENEURSHIP SKILLS



The ENABLECARES ENTREPRENEURSHIP TRAINING COURSE is **optimised for biomedical researchers**. This course seeks to empower junior scientists by giving them the tools to explore their potential as entrepreneurs in life science and their interest in pursuing careers in business or innovation management, thereby increasing their employability in academia or beyond.

After completing the course participants will become familiar with the process of defining a business plan and confer the skills needed to apply strategy, marketing, finance, and innovation concepts to support critical strategic decisions regarding the start of a new business.



# INTEGRATION OF ENTREPRENEURSHIP SKILLS



The ENABLECARES entrepreneurship course will allow participants to:

- Acquire insights regarding strategy, marketing, finance and innovation concepts relating to the creation of a new business in high-technology markets.
- Learn to apply these concepts to analyse the challenges encountered by entrepreneurs when starting a business in a high-technology and high-service context.
- Learn to substantiate the critical decisions underlying the development of a feasible business plan.



# CONTENTS & STRUCTURE



## MODULE 0

Welcome and Self-assessment

- Introduction and practicalities.
- Starting a new business in the Life Sciences.

## MODULE 1

Basics of Entrepreneurship & Innovation

- Introduction of Innovation Management and Entrepreneurship.
- Product development process.  
From your life science idea to a product.

## MODULE 2

Product Development: customer value proposition, analysis & strategy

- Developing the organisation & From Start-up team to scale-up organisation.
- Developing a customer value proposition, industry, market and competitor analysis, Marketing Strategy and mix.
- Introduction to formal requirements in your institution.

## MODULE 3

Technological Development & management

- Intellectual Property: basics & management
- Introduction to technological development
- Legal aspects, cost of registration, understanding risks.
- Relation with the strategy.

## MODULE 4

Organisation. Team development, Key partners, Funding & Financials

- Team management.
- How to calculate the amount of funding needed.
- Operations: understanding the work process, viability of large-scale production, and manufacturability.
- Which key partners should be involved? Outsourcing.

## MODULE 5

Business Plan & Reflection

- Developing the business plan.
- How all the topics covered on the course are linked.
- Presenting and discussing the consistency of their idea.
- Reflection on the course.

# CALENDAR & SCHEDULE



February						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Workload:

- 8 hours in Lectures\*
- 8 hours in Workshops
- 12-18 hours in Assignments

- Lectures & Workshops
- Project work
- Barcelona Health Innovation (BHI) Week Session

\* The course will be in person



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ENTREPRENEURSHIP PROGRAMME



Research.  
Discover.  
Cure.