

PROGRAMME DE DÉVELOPPEMENT DE L'ENTREPRENEURIAT EN SCIENCES DE LA VIE (PDES V)

LIFE SCIENCES ENTREPRENEURSHIP DEVELOPMENT PROGRAM (LSEDP)

Denis deBlois, PhD,
Faculté de pharmacie
Université de Montréal

December 2, 2024



Executive Centre



Faculté de pharmacie



Agenda

- Overview
- Target Audience
- Program Structure
- Program Benefits
- Sample of LSEDP Alumni
- Selected Faculty and Panelists
- Logistics

Program Overview



Goals

Fostering **knowledge about entrepreneurship** in the life sciences and health technologies (LSHT) sectors

Built around real **project teams**

Ask the right questions

Build your network



Overview

10 modules (~1 per month)

January 2025 to October 2025
(summer recess)

Each module: Friday & Saturday



Collaboration

Faculté de Pharmacie

(**Université de Montréal**)

John Molson School of Business

(**Concordia University**)

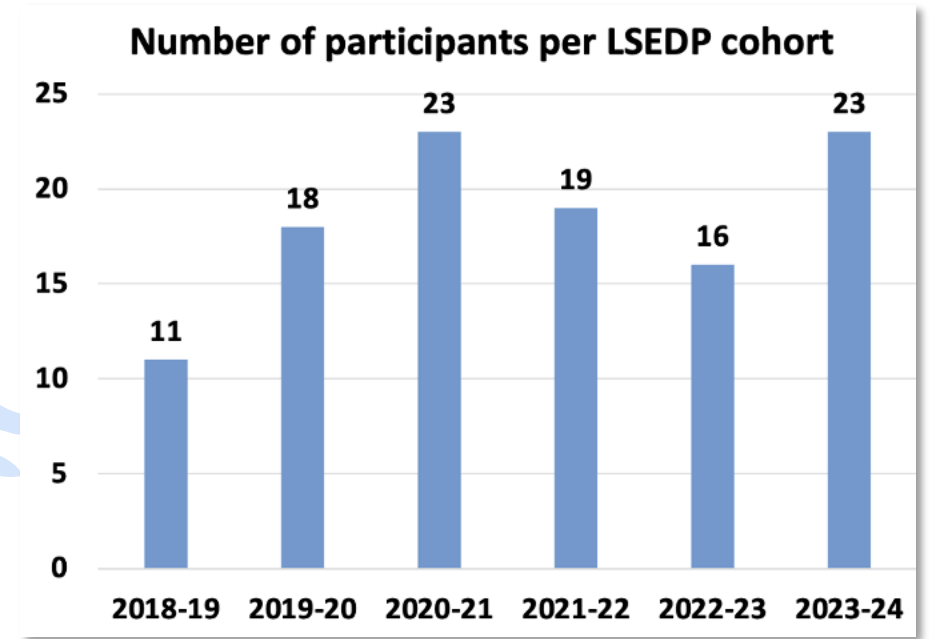
Montréal InVivo (LSHT cluster)

...and collaborators :

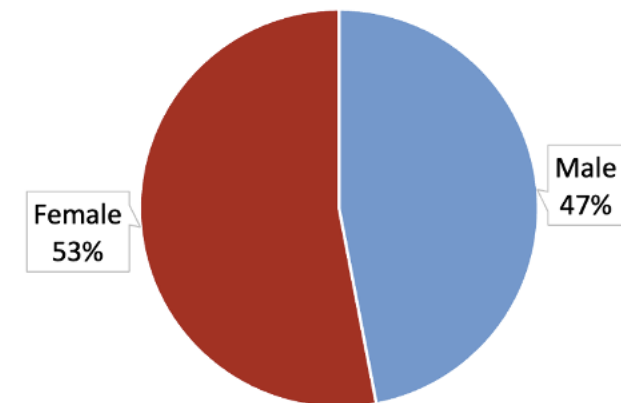


Target audience

- **Diverse**
- **Bilingual**
- **Academia (75%)**
 - Msc, PhD, Post-doctoral Fellows, Principal Investigators
- **Industry (25%)**
 - Early Career Entrepreneurs
 - Business Managers
 - Related Industry Professionals (Insurance, Finance firms)



Gender distribution 2018 - 2024
(N = 110)



Module 1: Overview of the LSHT industry



Exploring the LSHT ecosystem

Life Sciences and Health Technologies
Regulatory environment and market access



Full product development cycle

From discovery to market launch
Involvement of key stakeholders



Module 2: The design thinking approach

Creative problem solving

Focus on innovative solutions

Global vision of the ecosystem

Users

Deciders

Payers

Competitors

Enablers

Gain competitive advantages



Module 3: Business Modeling and Communication skills

- **Value proposition**
 - Mission and vision
 - Customer interviews
 - Market Segmentation
- **Public relations**
 - Challenges and Strategies
 - Crisis management



Module 4: Client Perspectives and IP Strategy



Day 1: Understanding personas

Different types of customers

Value Proposition Optimization



Day 2: Intellectual Property Strategy

Strategic Value of Intellectual Property

Contract negotiations

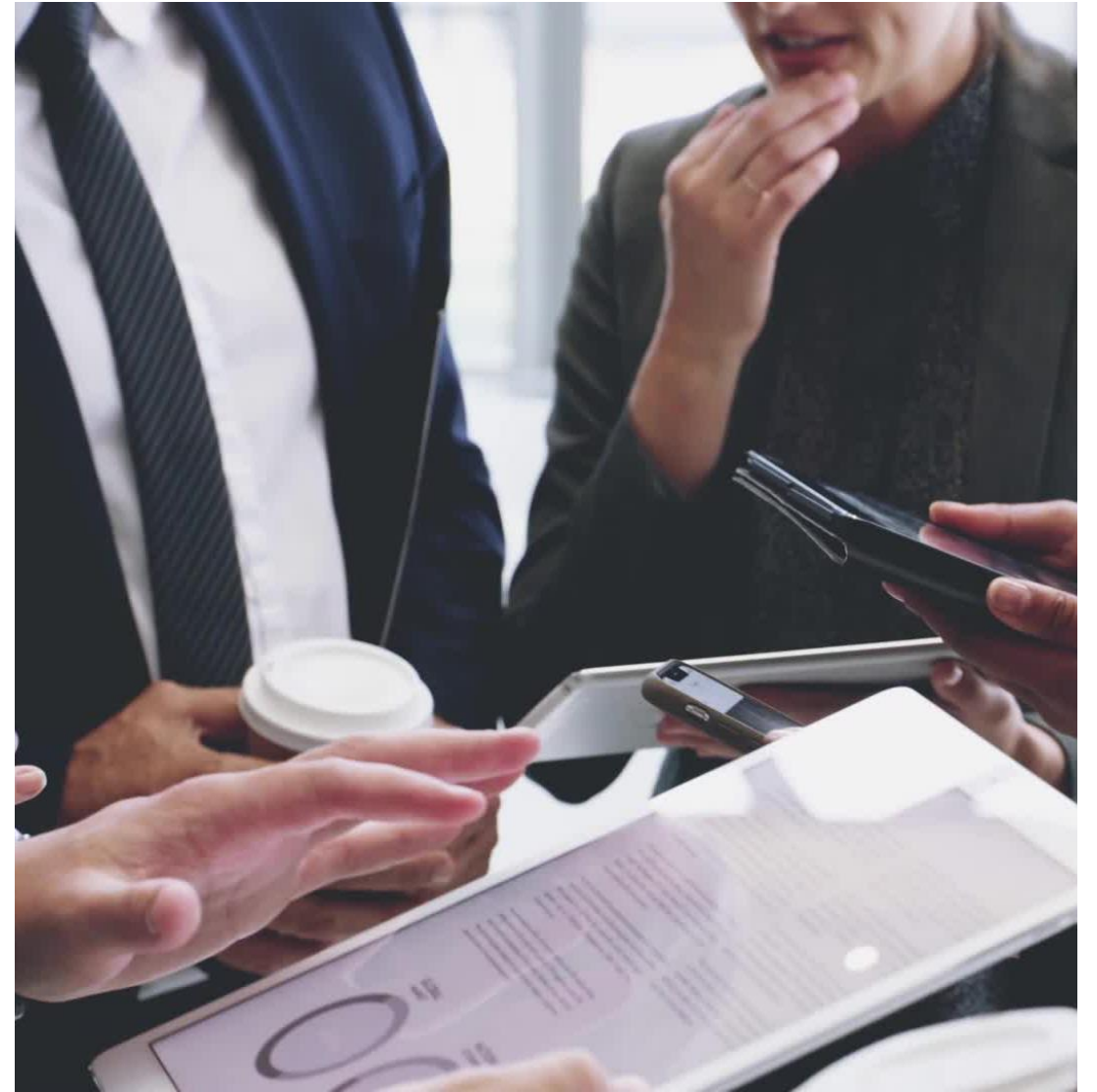
Market size

Building Effective Partnerships

Business Development

Module 5: Financial Acumen and Marketing Strategies

- Financial Modeling
 - How's your cash flow ?
 - Quantify business ideas
 - Testing the viability of business models
- Marketing and Sales Basics
 - Creating Essential Assets
 - How to acquire and retain customers ?



Module 6: Financial Management and Performance Measurement

Collaboration with adMare



Pre-module online
bootcamp

Covers the
fundamental
concepts of
financial
management



Valuation of the
company

Learning of
valorization
techniques



Negotiation with
venture capitalists

Essential
techniques for
obtaining financing
Business
Development

Module 7: Specialized Industry Applications

- Day One: Oncology Drug Development
 - Collaboration with IRICoR
 - Exploring entrepreneurial opportunities in cancer biology
- Day Two: Innovative Medical Technologies
 - Collaboration with the TransMedTech Institute
 - Journey from idea to commercialization
 - Regulatory aspects
 - Funding and Deployment



Module 8: Innovations and EDI in LSHT Business Models

- New LSHT business models
 - Regularly updated to include the latest trends
 - Artificial intelligence
 - Sustainable Health / One Health approach
- Diversity and inclusion (EDI) as a strategic asset
 - Team productivity
 - Customer satisfaction
 - Innovation





Module 9: Leadership and Executive Presence



Looking inward

Emotional intelligence

Self-awareness



Leadership training

Strengthening capacity

Selecting best complementary players

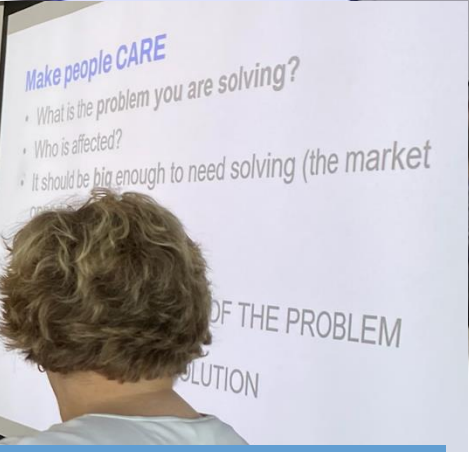


Impact on organizations

Team Building

Improved influence

Enhancing impact



Module 10: Storytelling – Business Pitch

- Effective communication
- Your business pitch
- **Care – Believe – Join**

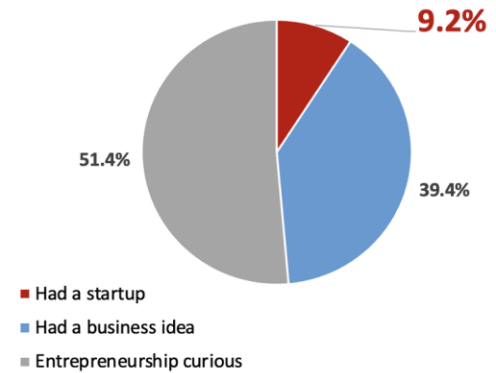


Career impact

- Doubling the number of founders in alumni

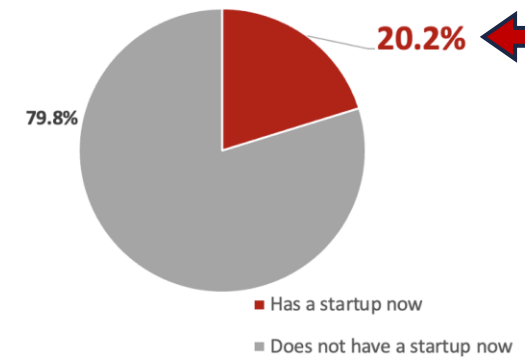


Entrepreneurship status of participants at onset of program (n=110)



At the onset of the program, nearly half of participants had their own startup as a founder or had a potential idea to start a business.

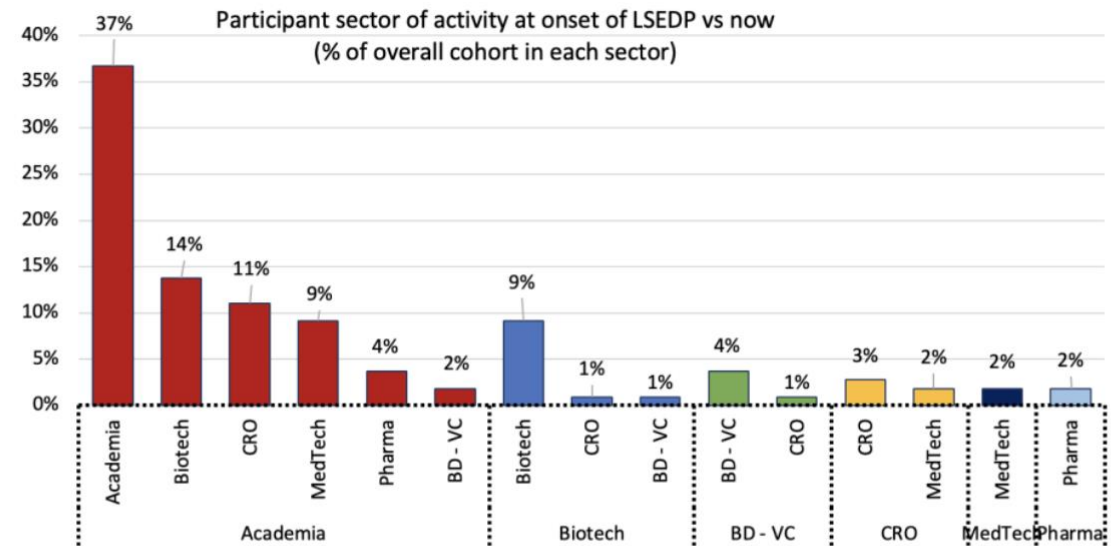
Entrepreneurship status of participants as of now (n=110)



In the years since completing the LSEDP, the number of startup founders has more than doubled.

Career impact

- Bridging academia and industry
- Professional development



When entering the LSEDP, **participants were mainly from academia (76%)** : more than half of those are **now in industry**, in Biotech (14%), , CRO (11%), Medtech (9%), Pharma (4%) or a Business development-VC firm (BD-VC, 2%).

Industry provided 24% of participants, from **Biotech** (11%), **BD-VC** (5%), **CRO** (5%), **Medtech** (2%) and **Pharma** (2%).



David Cotnoir-White · 1st

CEO & Co-Founder @ Modulari-T Bio | Entrepreneurship, Cell Therapy



Jason Burch · 2nd

Senior Vice President, Head of Small Molecule Discovery

Montreal, Quebec, Canada · [Contact info](#)



Véronique Bougie · 1st

Executive with a passion for innovation



Etienne Laurent · 1st

CEO & Co-Founder @ MISO Chip

Networking: A large alumni network and a variety of panelists

Mélanie Caron, Dir., Évaluation médicaments et technologies à des fins de remboursement, INESSS

Dan Cooper, VP, Scientific Affairs, and Market Access, TACT

Stéphane Gagné, Founder, President & CEO at Immugenia Inc.

Inès Holzbaur, Founder and Managing Partner at AmorChem

Steven Klein, Chief Business Officer at Epiteopea

Benoit Larose, CEO, BIOQuébec

Frédéric Lavoie, Specialty Care Business Lead, Pfizer Canada

Frédéric Leduc, CEO, EVAH

Paul Lévesque, CEO, Theratechnologies Inc,

Maxime Ranger, Startup company creator | Life sciences

Laurence Rulleau, Managing Partner at CTI LSF III

Mario Tanguay, VP Développement stratégique chez Syneos Health



Julien Bertrand · 1st

CMC and Regulatory Affairs Specialist at Inversago Pharma

Montreal, Quebec, Canada · [Contact info](#)



Roxann Guerrette · 1st

Global Director BD @ NUMAFERM | Ph.D., EMBA | Innovator in Multispecific Antibodies with Patented Therapeutics Now in Clinical Trials

Boston, Massachusetts, United States · [Contact info](#)

Important information

- Start of classes: January 10, 2025
- Bilingual
- No need to have your own project
- Hybrid format
 - Friday & Saturday, 10 modules - month (summer recess)
- Cost: \$7 500
- Limited number of available scholarships:
 - Students: covers 90% of the costs (pers. contribution: \$750)
 - Employees: 75% of the costs (pers. contribution: \$1875)
- Criteria
 - Background-Experience
 - Motivation





Tax benefits of continuing education

For individuals:

Annual tuition **tax receipts for education tax credits** (federal T2202 and provincial Relevé 8) are available by February 28 of each year for courses taken during the previous tax year.

For SMEs:

An eligible corporation may, under certain conditions, claim the **tax credit for training a worker** employed by an SME in relation to eligible training expenses it incurred in the year with respect to an eligible employee. For more details and eligibility conditions:

<https://www.revenuquebec.ca/fr/entreprises/impots/impot-des-societes/credits-dimpot-des-societes/credits-auxquels-une-societe-peut-avoir-droit/credit-dimpot-pour-formation-dun-travailleur-a-lemploi-dune-pme/>

Questions

To register for the program and participate in the scholarships, visit the program website

For any questions:

Valérie Lancelot-Mingot

Program Manager

Phone: 514-848-3960

Email: valerie.lancelot-mingot@concordia.ca

Website



De l'expertise à l'innovation :
Entrepreneuriat en sciences de la vie



Denis Deblois

Directeur académique
du programme



David Cotnoir-White

Président et Chef de la direction
Modulari-T Bio
(ancien étudiant du programme)



Roxann Guerette

Directrice mondiale
du développement des affaires
Numaferm's
(ancienne étudiante du programme)



Julien Bertrand

Chef de projet CMC
Inversago Pharma
(ancien étudiant du programme)



“Cette expérience a été extrêmement enrichissante : elle m’a permis de me connecter à des experts qui sont devenus des mentors et de faire avancer mes idées de startups. J’en suis très reconnaissante.”

Roxann Guerette

Roxann Guerette · 1st

Global Director BD @ NUMAFERM | Ph.D., EMBA | Innovator in Multispecific Antibodies with Patented Therapeutics Now in Clinical Trials

Boston, Massachusetts, United States · [Contact info](#)

NUMAFERM