

# ISRAEL'S INTERNATIONAL MEDICAL START-UP ACADEMY



**THE MEDICAL START-UP ACADEMY TEACHES LIFE SCIENCES STAKEHOLDERS FROM AROUND THE GLOBE THE ISRAELI WAY TO MEDICAL ENTREPRENEURSHIP EXCELLENCE.**

The Academy is a unique opportunity to explore and learn from Israel's fascinating business eco-system that is world-renowned for generating innovative start-ups and scaling them to successful global business outcomes.

## WHO IS IT FOR



Physicians, medical device industry employees, students headed for the healthcare/medical industry, entrepreneurs, analysts, investors.

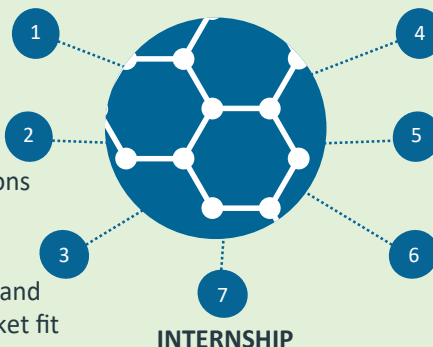
## PROGRAM HIGHLIGHTS

Over a period of two weeks the participants gain hands on experience of:

Creative thinking and other keys to innovation

How to build and communicate strategic narratives & design solutions

How to interact with the market to evaluate needs and ensure good product-market fit



How to build an organizational culture that is non-hierarchical and encourages every employee to express his/her ideas

How to identify and capture business opportunities

The start-up medical company essentials: IP, regulation, the R&D processes, pre-clinical and clinical testing, fundraising, and more



## THE METHODOLOGY

Experiential workshops, start-up simulations and business plans, small-team project work with experienced mentors, success/failure case studies, industry site visits, pitch sessions with VCs.



## ACADEMY MANAGEMENT AND PARTNERS

The Academy is situated in Haifa's Life Sciences Park. It is run by highly experienced personnel from the Israeli start-up eco-system. It operates in partnership with Haifa Economic Corporation and with MindUP a digital health incubator and a joint venture of IBM, Medtronic, Rambam Medical Center, Pitango VC and Impact First Investments.



## FOLLOW-ON OPPORTUNITIES

Following successful completion of the course, graduates will be offered internships in Israeli start-up companies. In addition, the Academy will provide support from our professional mentors for promising projects initiated by Academy graduates.



## ACADEMY LECTURERS AND MENTORS

Leading Israeli specialists in the fields critical to start-up success, including:

- 1 Managing start-ups from concept to commercialization
- 2 Fundraising, investments
- 3 Entrepreneurship
- 4 Finances
- 5 Organizational culture

- 6 Product development, design, manufacturing
- 7 Commercial law
- 8 Intellectual Property
- 9 Regulatory affairs

