

Online certificate in Healthcare Entrepreneurship

The World's
1st
Business School
(est. 1819)

5th
mondial
Executive MBA
Financial Times

6
ESCP European
campuses in Berlin,
London, Madrid, Paris,
Turin, and Warsaw

5 000
high-level participants
in customised trainings
and executive education

180
research-active
professors

75 000+
active alumni in
over 170 countries
in the world



The Certificate in Healthcare Entrepreneurship, in partnership with Institut Pasteur, is a new high-level programme on innovation management, business development and entrepreneurship in the different life sciences and health fields.

This programme is designed for those individuals who want to create and develop their own venture, manage innovative projects in a large or mid-sized company or play an active role as an intrapreneur in life sciences and healthcare organisations. It is also dedicated to clinical research organisations, specialised consultants or lawyers in the field or individuals looking to play a role in healthcare entrepreneurship as investors.

Assets of the programme

- Cutting-edge expertise delivered by 25 renowned international professionals, business leaders and professors from ESCP and Institut Pasteur.
- Access to an extensive global network of alumni, scientists, entrepreneurs, venture capitalists and experts entirely devoted to life sciences and healthcare.
- Dedicated cross-disciplinary, innovative, and operational teaching methods.
- Dialogue with experts and academic directors during 5 synchronous remote classes organised throughout the three-month course.
- Optimised curriculum covering the main stages of innovation management, business development and entrepreneurship in life sciences and healthcare.

Your benefits

- Learn about innovation management, business development and entrepreneurship in life sciences and healthcare.
- Enhance your leadership and communication skills to successfully pitch, launch, develop, and promote your business project or join a company as an intrapreneur.
- Acquire cutting-edge expertise from internationally recognised institutions and professionals.
- Expand your professional network through ESCP's and Institut Pasteur's large communities of stakeholders and alumni.

Your programme

Module 1

Understanding life sciences & health ecosystems

- What is special when creating a start-up in the life-sciences and health industries?
- Making innovative ideas to happen
- Life sciences ecosystem worldwide: the world's toughest
- Data management, AI and Healthtech contribution to the life sciences industry
- Navigating a journey in biotechnology with the first gene-editing company

Module 2

Managing opportunities & innovating in life sciences and healthcare

- Addressing unmet medical needs
- Market trends and emerging opportunities in life sciences and health
- Paradigm changes in the pharmaceutical industry
- Where to play in pharma

Module 3

Addressing regulatory affairs, intellectual property & clinical trials issues

- Regulatory issues in Biotech EU regulatory issues in Medtech
- Industrial property and licensing management
- Taking advantage of technology transfer
- Clinical development - from strategy to trials
- Partnership with Contract Research Organizations (CRO) to advance drug candidates

Module 4

Marketing & promoting life sciences and healthcare

- The dream team
- Market study & patient path analysis
- Sales skills and negotiations
- The importance of communications skills
- Go-to-Market strategy, healthcare outcomes and pricing

Module 5

Financing & developing business in life sciences and healthcare

- Navigating the life sciences ecosystem - who to meet with and when in your innovation cycle?
- Key factors of success in raising funds
- What is the true meaning of a business model?
- Five-year business plan
- Stakeholder engagement & compliance

Requirements & Admissions

A university degree: Bachelor, Master or equivalent with a strong interest in life sciences and health or a potential entrepreneurial/intrapreneurial project in the field.

ESCP bénéficie des meilleures accréditations internationales. Nos campus européens sont officiellement reconnus dans leur pays.



5 European Higher Ed accreditations

Une école de



Your learning experience

Your learning experience is organised along three hybrid, innovative, and managerially-oriented pedagogical stages:

- 25 online video capsules accompanied with a slide deck, a video/bibliography on the covered topic and an MCQ assessment
- 5 synchronous remote classes
- A final pitch on a possible collective business venture or entrepreneurial project

Audience

PhDs and post-doctoral students, life scientists, physicians, biotech or IT engineers, bio-pharmacists, and executives in the pharmaceutical, biotech, MedTech & BigTech industries.

Your academic directors



Frédéric Jallat

Professor at ESCP Business School
Academic Director, MSc. Biopharmaceutical Management (Paris & London)
Member of the board, Healthcare Data Institute (HDI)
Member of the scientific committee & secretary-general, S3Odéon



Dominique Franco

Special advisor, Education direction, Institut Pasteur
President of the scientific advisory board, Eukarÿs
Steering committee, iLite project



TEACHING LANGUAGE
ENGLISH



TUITION FEES
5,600€



NEXT SESSION
Please visit our website



LENGTH
8 DAYS PART-TIME
(OVER 3 MONTHS)



FORMAT
Online



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