

SHORT FACTS:



With cartoons lending a lighter perspective to the challenging aspects of life sciences entrepreneurship

- **Book novelty**

Compendium on Life Sciences Entrepreneurship

- **Two distinct sections**

Bio- and MedTech Entrepreneurship

- **Better preparation for students**

- Unique collection of life sciences sector topics

- **30 international authors**

- Life sciences start-up founders
- Industry experts
- Venture capitalists
- share first-hand expertise

- **Book data**

- 25 chapters
- 50 graphics, tables and diagrams
- 22 cartoons
- Glossary, reference list, index
- 308 pages in total
- Four-colour printing
- Fine paper quality

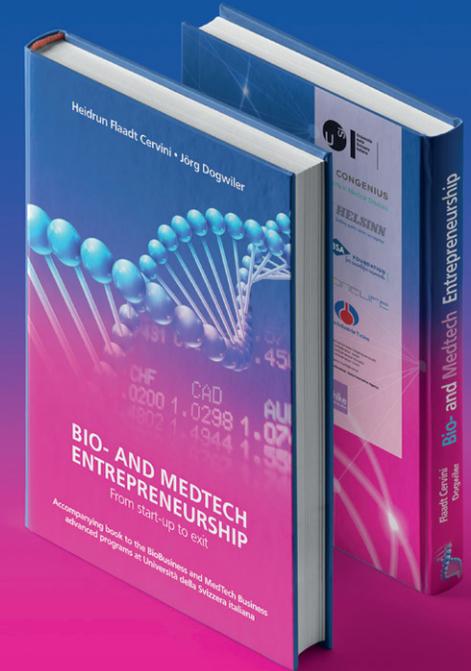
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Order book on Bio- and MedTech Entrepreneurship and/or have a look inside:

<https://secure.usi.ch/BookCASEBioMed/reg.php?ga=2.220135833.1048079250.1551083421-2128454481.1517221706>

BOOK NOVELTY

A new approach to life sciences entrepreneurship!



Designed to guide students that wish to set up a start-up, the book offers 25 chapters written by 30 international authors, including start-up founders, experts and investors in the life sciences sector

“ This compendium on Bio- and MedTech Entrepreneurship provides an invaluable and comprehensive resource for life sciences entrepreneurs ”

Patrick Rivelli, Co-Director and Life Sciences Track Lead at MIT Angels, Investor and Serial Entrepreneur

02/03 Life sciences start-up founders, industry experts and venture capitalists, share first-hand expertise:

30 INTERNATIONAL AUTHORS



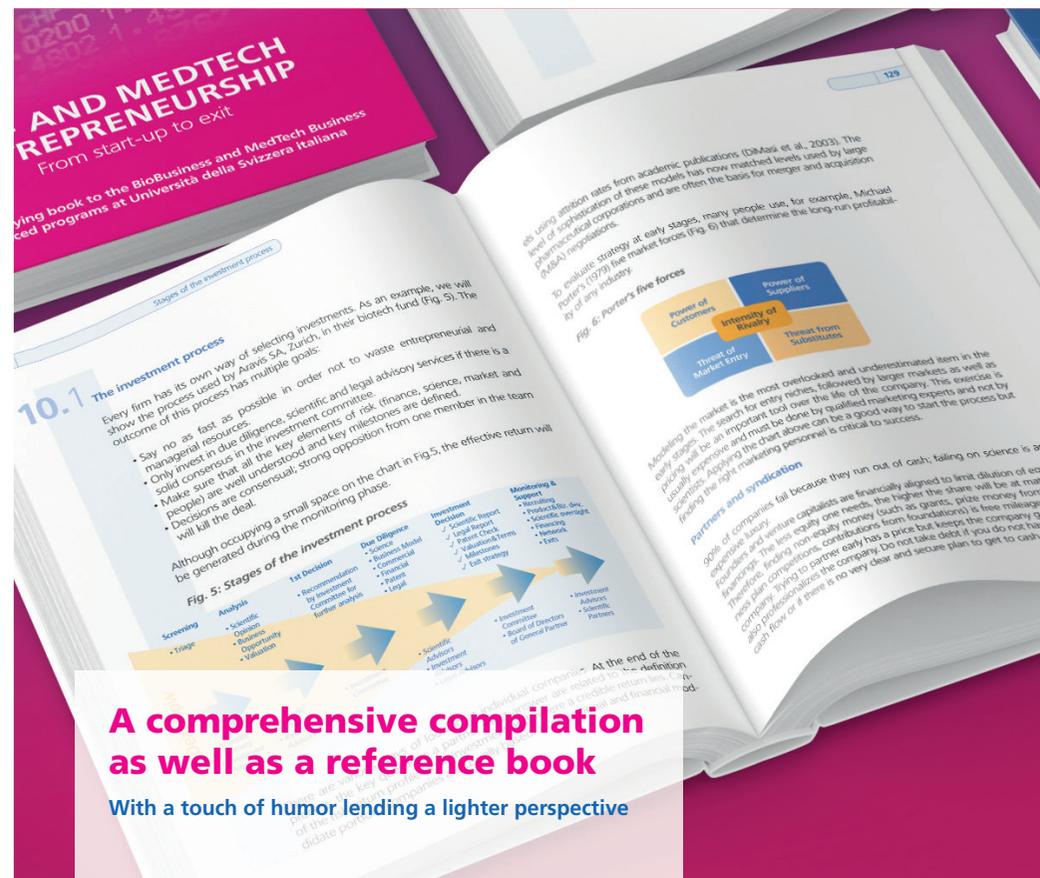
What makes this compendium unique?

The book "Bio- and MedTech Entrepreneurship" published by the Faculty of Biomedical Sciences at Università della Svizzera Italiana (USI), edited by Heidrun Flaadt Cervini, Director CASE BioMed and Jörg Dogwiler, CEO at Congenius AG, introduces a new approach to life sciences entrepreneurship. Designed to guide students that wish to set up a start-up in the sector, the book offers 25 chapters written by 30 international authors, including start-up founders, experts and investors.

The book contains a so far unique collection of life sciences sector-specific topics, fundamentally necessary to start and fund a life sciences company. The book includes chapters, divided into two distinct sections, on bio- and medtech entrepreneurship. Each chapter is written by a different author, most of them are life sciences start-up founders, industry experts or venture capitalists.



Each author prepared and presented the content from an individual point of view based on experiences. The resulting heterogeneity in delivering the knowledge is the desired outcome for a multifaceted approach to life sciences entrepreneurship.



A comprehensive compilation as well as a reference book
With a touch of humor lending a lighter perspective

The chapters begin with a short introduction leading into the specific theme. To familiarize the reader with the topic, in these short introductions particular emphasis was placed on providing some details from existing knowledge and information. Along with these, cartoons illustrate the entrepreneurial challenges and add a touch of humor, lending a lighter perspective to the challenging aspects of life sciences entrepreneurship.

This compilation can be either read as a whole or used as a reference book by selecting individual chapters in the case of specific questions. It is a compendium rather than a classic textbook to deliver the knowledge at hand. The book is the outcome of an academic approach to life sciences entrepreneurship.

USI is a pioneer in sector-specific entrepreneurship training in Switzerland. The academic context and setting not only allows imparting the knowledge neutrally, but it also closes the educational gap in life sciences entrepreneurship at Swiss universities.

At the end of the definition a credible return loss, 2.0% of the total portfolio, is calculated and financial risk is defined as the loss of portfolio value due to the change in the value of the underlying assets.