



Knowledge for

BIO-ENTREPRENEURSHIP

Novartis V&D Research Centre, Siena

April 2-4, 2008

Programme

Wednesday April 2, 2008

15:30-16:00 *Welcome and Registration*

SESSION 1

16:00-16:30 *Introduction* (Marco Ventura, University of Siena)

17:00-19:00 *Basic management skills needed for organisational and individual success*
(Beatrice Bauer, SDA Bocconi University Milan)

Thursday April 3, 2008

SESSION 2

09:00-13:00 *Business and strategic management of biotech start-up: theory*
(Michele Costabile and Gianmario Verona, SDA Bocconi University Milan)

16:00-19:00 *Business and strategic management of biotech start-up: hard facts*
(Michele Costabile and Gianmario Verona, SDA Bocconi University Milan)

Friday April 4, 2008

SESSION 3

09:00-11:00 *The financial approach: basic on venture capital*
(Simone M Sepe, Yale Law School)

11:00-12:00 *International fund raising for biotech projects* (Aldo Tagliabue, CEO Alta srl)

12:00-13:00 *Reports by the Participants*