

# NEWSLETTER

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## EDITORIAL

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This year, 3 start-ups founded by MoT Alumni received the CTI label: **DigiComCore SA & InnovaRadio SA**, led by Jeyran Hezaveh and Amir Farahani (MoT 2008) and **Edimer Biotech**, led by Christophe Maier (MoT 2002). In addition **Edimer Biotech** managed to raise 23 million US dollars. Congratulations!

As the MoT program entered a new decade, we conducted a survey among the MoT Alumni on the start-ups they launched. The results are quite encouraging: more than 50 start-ups created, more than 150 million raised and over 600 jobs created.

For its second year, the Certificate of Advanced Studies (CAS) in “Management of Biotech, Medtech, Pharma Ventures” generated strong interest with 19 CAS participants and more than 60 participants to its individual modules.

The next big and open Event of the MoT will take place on May 6, 2010 at 17:30 at EPFL. Its theme: “To Become a Global Entrepreneur”, with the participation of Daniel Borel. Make a note on your agenda!

**We wish you a Merry Xmas and Happy New Year.**

### Table of content

1. MoT 2009 Graduation Ceremony
2. MoT 2009 Internship Projects
3. CAS in Management of “Biotech, Medtech”
4. MoT impact, after a decade

## 1. MoT 2009 Graduation Ceremony

On December 10, 2009, the joint graduation ceremony for the two Executive MBAs in McF & in MoT took place.

During the ceremony, 3 prizes were awarded to MoT 2009 participants to reward their excellent work and personality:

1. The **Adecco Leadership Prize** rewarded **Denis Crottet** who has shown, according to his peers, the strongest leadership.
2. The **Accenture Prize** for the best Internship project was awarded to **Anne Louise Kjølbye** and **Andrea Orzati**
3. The **EPFL-UNIL Prize**, for the best grades on the theoretical part of the program, was awarded to **Pierre-Yves Lampo**.
4. The **MoT Alumni Association (MoTAA) Award** was given to the team who developed the best business plan for their venture projects, **Urocomfor**, **Fédérique Bariguan**, **Anne Louise Kjølbye**, **Giulio Caimi** and **Andrea Orzati**.

In addition, during their farewell speech, the MoT 2009 class awarded the **Best Teacher Award** to **Guido Palazzo** and **Gopal RajGuru**.

## 2. MoT 2009 Internship projects

In order to complete their MoT program, the participants have to carry out, in new ventures or in established companies, a 3 months internship project. All these projects are innovative, of importance for the enterprise and have an entrepreneurial or intrapreneurial dimension.

### Projects carried out in Start-up companies:

- Feasibility study for **evenBROADCAST SA**, to compress in near lossless quality, to transport broadcast quality video content in real-time using Gigabit Ethernet network. This enables to produce sport events remotely, to reduce costs & increase quality.
- Strategic plan to successfully enter in the market of nanomaterial processing and industrial applications for **HighQLaser** Ultrafast Laser Systems.
- Launching **SMIXIN**, a company offering integrated mixing and dosing systems that delivers the highest effectiveness and efficiency. Development of a business strategy for its first application: a hand-washing system that ensures quality and hygiene while using only one glass of water.
- Optimization of the leads handling & sales process at **SpinetiX**, a company targeting the high growth Dynamic Digital Signage market with its unique Hyper Media Player.
- Analysis of the Building Integrated Photovoltaic Market and development of a Sales and Marketing Strategy for Switzerland, **VHF Technologies SA**

### Projects carried out in established companies:

- Assessment of the R&D structure and innovative processes at **Abengoa Solar** to face the Concentrating Solar Power market.
- Propose an innovative go-to-market approach for **Accenture** in the Extended Lake Geneva region. Draft an execution plan defining how to apply the proposed measures.
- Study the business opportunities and conceptualize the appropriated solution for a new electrostimulation solution for hemiplegic patients. This project was done for the business development unit of **DJO Inc.**

- Exploration of a new market opportunity on the European market and marketing strategy establishment, at **DJO Inc.**
- An in depth medical and business evaluation of a project in clinical development in order to provide information to facilitate decision making for the future strategy of the project, at **Ferring Pharmaceuticals**
- Possibilities and implications in offering cable assembly solutions and services to extend the actual core business, at **Fischer Connectors SA**
- Implementation of an Advanced Warehouse and Vendor Management Inventory solutions to optimize the Supply Chain between **Honeywell Technologies** & its customers.
- Development of a business plan for an M&A as a basis for decision-making for the board of directors of **Komax AG.**
- The project "how to increase performance in the early development of oncology compounds" aimed at mapping the different issues inhibiting efficiency and effectiveness in the R&D process, at **Merck Serono.**
- Delivery of a smart card refurbishment solution for Pay TV services providers with financial cost/benefit analysis of refurbishment to make a go/no go recommendation to Executive Board regarding the rollout of refurbishment to other customers of the **Nagra Kudelski Group.**
- Analysis of strategic planning & performance management maturity at **Orange/France Telecom** group level. Development of a performance management framework for local operational entities.
- Development of a management product cost report for **Philip Morris International** using activity based costing & serving as decision tool during product development.
- Analysis and development of different commercialization strategies for the wood pellets produced by the Enerbois biomass plant, for **Romande Energie.**
- Strategic Analysis and Organization of the European sales and distribution structure for **Sensirion AG.**
- For stakeholders in the Spine business, what are the specific technologies & treatments will provide relief of acute low back pain (LBP). The project for **Synthes AG** looks at business opportunities for more adequate identification of the exact cause of LBP.

#### Projects carried out in Public/Internat<sup>l</sup> Organizat<sup>n</sup> – NGO

- An alternative model approach to fight against the increasing emergence & progression of antibiotic resistance was developed. The value chain technical and financial information was provided to demonstrate the conditions for business feasibility to **Agroscope LP.**
- Review of the actual functioning of the EACC, and resolve dysfunctions by proposing improvements and procedures to reduce processing time and make it more efficient, at **ITU**
- Create knowledge of IPv6 infrastructures, a program to disseminate the information of the new platform. This program should take in account partnership, suppliers, political environment, budget (ITU and countries), project costs and organization of resources.
- **ITU** forum as a platform of knowledge sharing and innovation driving.

- Deploy of marketing study and definition of marketing strategy for **RUAG Space Switzerland** to enter into the wind power industry.
- Enhancing innovative competitiveness through improving interdepartmental interfaces. After a qualitative analysis of the interoperability and the role of interfaces at **RUAG Land Systems**, this project suggests measures which have the potential to improve the competitiveness of the company.
- Development of a knowledge management system at **Swiss Solidarity** in order to improve the quality management instruments and to facilitate the knowledge flow between stakeholders.
- Identify the most suitable model to distribute the Tangible Research Property of the University of Geneva (UNIGE). Set-up a Business Plan for a Spin-off of UNIGE to distribute Monoclonal Antibodies developed by the researchers, for **UNIGE - UNITEC.**

### 3. Certificate of Advanced Studies (CAS)

For the third year, the MoT organizes the Certificate of Advanced Studies in Management of Biotech, Medtech, Pharma Ventures. A "CAS" can be obtained when at least 5 modules are successfully completed.

A new module is introduced "Biotech Manufacturing & Operation – GMP"; here are the dates for 2010.

1. **Strategic Alliances, Partnership & Outsourcing**  
*February 2-4, 2010*
2. **Marketing in Life Sciences**  
*March 2-4, 2010*
3. **Clinical Trial Management & Regulatory Affairs**  
*April 13-15, 2010*
4. **Assessing the Valuation of New Ventures**  
*April 27-29, 2010*
5. **Biotech Manufacturing & Operations - GMP**  
*May 18-20, 2010*
6. **Project Management**  
*June 8-10, 2010*

To enrol: [www.epfl.ch/mot/bio](http://www.epfl.ch/mot/bio), deadline January 15, 2010

### 4. MoT impact, after a decade

What results after ten years? A survey was conducted among the MoT Alumni on the start-up they created.

- More than **50 start-ups** have been initiated or created by the MoT Alumni. A dozen companies created abroad.
- Industry sectors represented are diverse and are often in the biotech, medtech, ITC, energy areas.
- Over **10 "Serial Entrepreneurs"**, that is to say that a dozen Alumni have each created several businesses.
- More than **150 million CHF** were raised to fund new businesses. The largest amount raised by a company is 40 million CHF. 4 others raised over 10 million CHF
- More than **600 jobs** have been created by these start-ups. The largest firm has 200 employees including some in India.
- **5 Companies** have made an exit successfully. They were sold to other foreign companies in USA, Europe & Asia.
- 20+ awards for innovators and entrepreneurs, such as the **Wall Street Journal Innovation Award & Red Herring.**