



# Catalyzer 2024

Mats Ferm, Annika Österdahl Wåhlberg & Christian Krog-Jensen

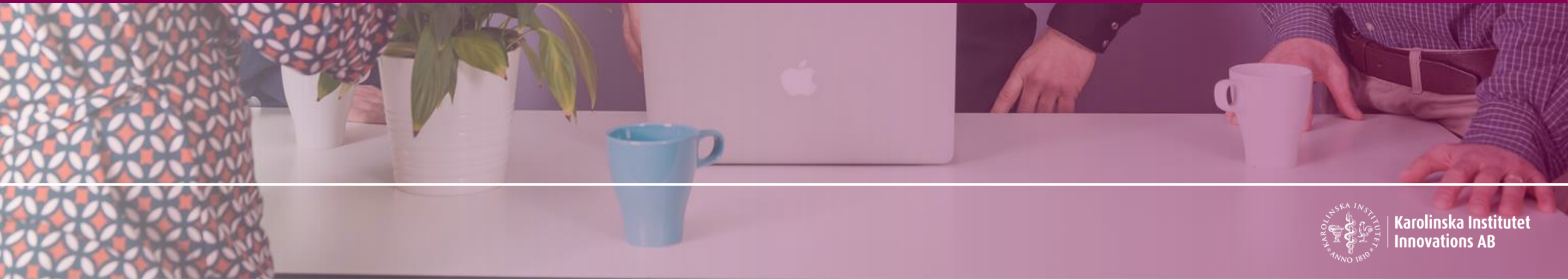




# Catalyzer WS4

20 Nov 2024

Customer journey; Business Models



# CATALYZER 2024

## Life Science Business Development Program

<b>23</b> oct	09.00-17.00 KI Campus, Humle <b>Market research &amp; analysis, Team, Board and Advisors</b>	<b>06</b> nov	13.00-17.00 Teams <b>Impact &amp; Sustainability in Business Development; Goals &amp; Planning</b>
<b>12</b> nov	09.00-17.00 KI Campus, Humle <b>Investor Perspective; Agreements</b>	<b>20</b> nov	13.00-17.00 Teams <b>Customer journey; Business models</b>
<b>27</b> nov	13.00-17.00 Teams <b>IP strategy, Market access strategy</b>	<b>04</b> dec	9.00-17.00 KI Campus, <b>Regulatory affairs; Budget and economics, Legal road to investment</b>
<b>5</b> dec	11.30-15.00 KI Campus, Humle <b>How to make a winning pitch presentation!</b>	<b>11</b> dec	13.00-17.00 Teams <b>Funding, Investments and due diligence</b>
<b>16</b> Dec	23.59 <b>Deadline: Business plan</b>	<b>8</b> jan	9.00-17.00 KI Campus, Humle <b>Information security, Product development, Marketing and communications strategy</b>
<b>7 -10</b> jan	<b>Feedback: Business plan</b>		
<b>14-15</b> jan	KI Campus <b>Feedback: Pitch practice</b> Individual meeting with DRIVE team	<b>16</b> jan	23.59 <b>Deadline: Revised Business plan</b>
<b>19</b> jan	23.59 <b>Deadline: Send Final Pitch</b> If needed: Individual meeting with DRIVE team	<b>22</b> jan	13.00-16.15 KI Campus <b>The Final - Dragons Den! Pitch for investor panel</b>





## **AGENDA 20 November 2024**

13.00 Check-in

13.15 **Customer journey , incl break** - Armel Grimault, Phosworks

14.45 **Break**

15.00 **Business Models** - Peter Hovstadius, CMO, Lipum AB

16.15 **Check-out**, Task for next session

16.30 End

*Participation*

*Personal*

# SET A GOAL FOR THE DAY

*Attention*

*Company*

*Courage*

## CHECK-IN

**60 sec  
REFLECTIONS**

### Reflections & learnings from WS session 12 Nov?

- Investors perspective, valuation & pitch feedback (Hedvig Andersén)
- Agreements - Shareholders and Team incentives (Sandra Jona & Ulf Lindén, Legal Works)



## **AGENDA 20 November 2024**

13.00 Check-in

13.15 **Customer journey , incl break** - Armel Grimault, Phosworks

14.45 **Break**

15.00 **Business Models** - Peter Hovstadius, CMO, Lipum AB

16.15 **Check-out**, Task for next session

16.30 End



**13.15 – 14.45**

# **Customer Journey**

**Armel Grimault, Phosworks**



**BREAK 14.45**  
**15 min**





## AGENDA 20 November 2024

13.00 Check-in

13.15 **Customer journey , incl break** - Armel Grimault, Phosworks

14.45 **Break**

**15.00 Business Models** - Peter Hovstadius, CMO, Lipum AB

16.15 **Check-out**, Task for next session

16.30 End



**15.00-16.15**

# **Business Models**

**Peter Hovstadius, CMO, Lipum AB**



## **AGENDA 20 November 2024**

13.00 Check-in

13.15 **Customer journey , incl break** - Armel Grimault, Phosworks

14.45 **Break**

15.00 **Business Models** - Peter Hovstadius, CMO, Lipum AB

16.15 **Check-out, Task for next session**

16.30 End

Thoughts about the  
day?

Did you meet your goal  
of the day?

Comments  
/Questions  
?

Analecto

Nexus  
Epigenomics

Zerocyte  
Medical

Ciprocity

Voxl Bio

**CHECK-OUT**



## TO DO FOR NEXT WEEK (27 Nov)

### WS5 (by Teams):

13.00 Introduction, check in

13.15 **IP-strategy** (Charlotta Dahlborg & Jens Viktor Nørgaard, Höiberg, HØIBERG)

14.45 Break

15.00 **Market access strategy** (Business Sweden)

16.30 Check-out

16.45 End

**See home work in coming email or meeting invitation from Mats (by Thu 21 Nov the latest).**

### Reminder:

- Continue writing on **your business plan** document (download template from members page)
- Add what you have worked on from today's workshop into the BP, and finish it before deadline 16 Dec.

*Time well spent?*

DRIVE Catalyzer Session #4 2024



Scan the QR or Use  
<https://forms.office.com/e/PZKmKvSE01>

**FEEDBACK**



**Karolinska Institutet  
Innovations AB**

# Catalyser #4 2024

**Customer journey; Health  
economics; Business models**

<https://forms.office.com/e/PZKmKvSE01>

DRIVE Catalyzer Session #4 2024

