

# GEM innovative project



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# 3 reasons to choose GEM Innovative Project



**No charge** to the company !



Students work as consultants to help you solve real-world problems



Opportunity for the company to know our students and potentially take a student in alternance the next year.



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# More informations about Masters of business development of industries & technologies in biomedical field (MS)



## Rank :

**N.1 in the 2024 French ranking for 5 years now** of programs for management and marketing of pharma and Health industries by Eduniversal



## International :

One year advanced training for French and International **students with a strong scientific background.**

(15% have a PhD, 35% are Engineers, 35% are finishing their 6th year of Pharmacy school towards having a PhamD, etc...)



## Specific knowledge :

Learning how to work at the **interface of technology and business** (corporate finance, marketing, project management, IP...)



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## Alternance :

Students are working part time in a biotech or pharma company during this year.

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# Innovative Project - Presentation



**Group project** : 2 – 4 students



**Goal** : Solving a real-world project as a consultant team



**Fields** : Drugs, medical devices, digital health...



**Tutoring** : Project tutored by a professor from GEM, up to the company to have a lot of contact with the group.



**Parts of the project** :

- **Evaluate the technologies** at play in a particular industry or sector.
- Perform a **complete market analysis** for that industry or sector, i.e., Market Size, Growth Rate, Competitor Analysis (Major Players and Market Share), Channels, Market Trends, etc.
- Answer **additional questions of your choosing** tied to strategy, finance, competitive intelligence, marketing etc.
- Will have to realize a qualitative or quantitative market study with HCPs, companies or patients.



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# Innovative projects – Overall Timelines

Deadline for the **first version** of the project sent by the company

Settlement of a CDA if asked by the company

Students are working on the project with interactions with the company

**Full-time group**

31<sup>th</sup> Oct

Nov

Nov - Feb

**Part-time group**

15<sup>th</sup> Nov

Dec

Jan - June



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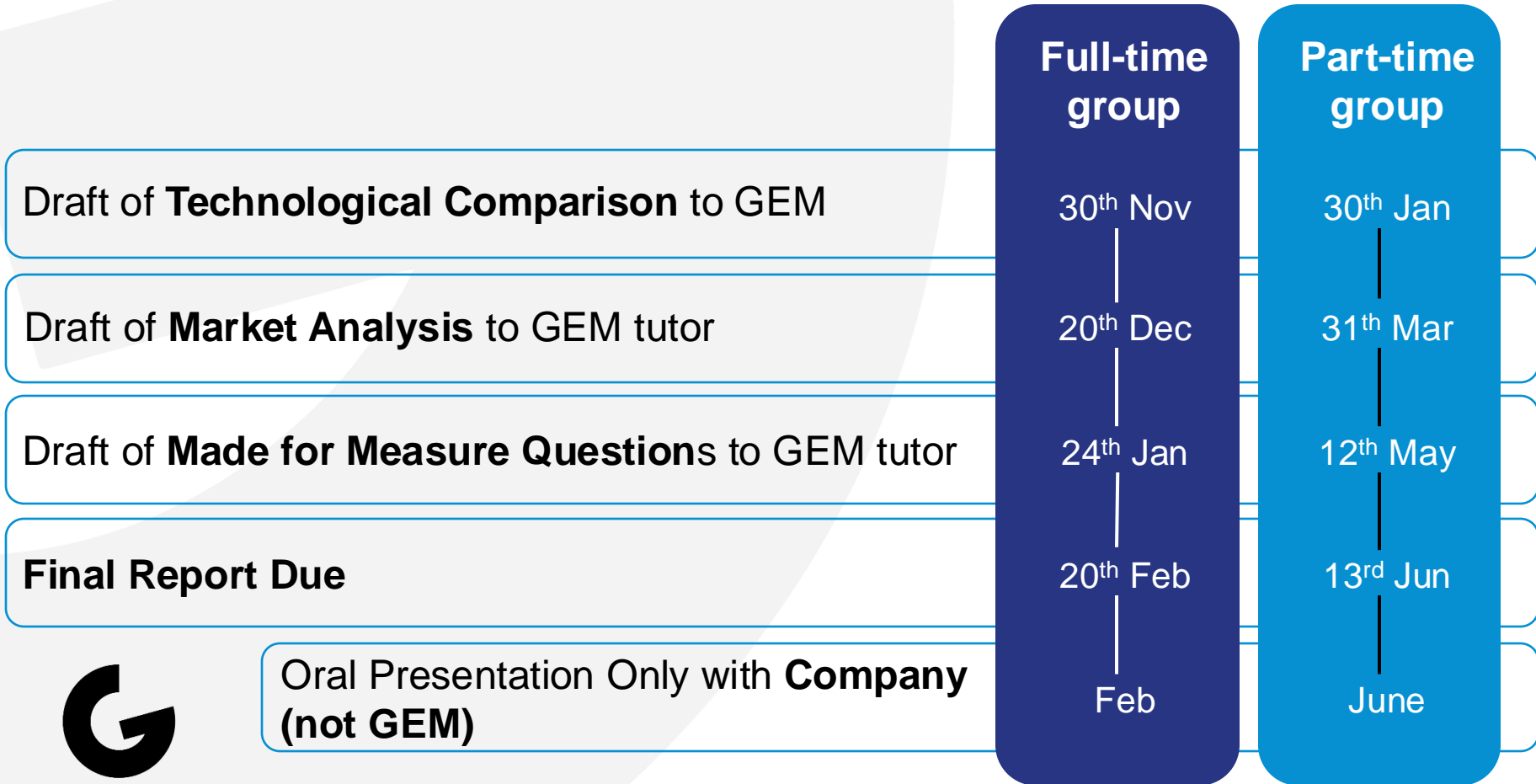
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# Innovative projects – Report Timelines



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# Request from your company

## Before:

- A 4-8 PowerPoint slide
- Presentation in **English** that explains **what your company does and what your technology is** (a short corporate presentation also works well).
- One or a few **specific questions that you would like the students to work on.** (They will automatically prepare a technological comparison and a market analysis, the questions could be refined with the students depending on the findings of the 2 first parts).
- Contact information of the persons that will interact with the students



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We can help you writing the questions so that there are no misunderstandings about the deliverables

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# Request from your company

## Pending:

- **Be available to answer questions about your company**, or about the industry that you're working in.

## After:

- Give some sort of **basic feedback** about what you thought of the work the students did for you.
- If requested by the company, **we can settle a CDA**, preferably using GEM template developed for this type of projects.



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# Example of questions from last year

- Is there a place for eco-conception / circular economy in the medical device and pharma industry ?
- Identify enzyme replacement therapies disease areas that have no current treatment and for which there is no treatment in development, prioritize these opportunities
- Plan interview with major actors of the urinary tract infection market (KOL, market leader...)
- Suggest potential partners for the technology (upstream & downstream)
- Build a strategy of market access taking into account the market for which our main competitors are already in place, what segment of market or patients should we target to avoid direct competition with X and Y?
- Evaluate the number of clinical MRI examinations that could be done per year in Auvergne
- What is the buyer journey and how can we intercept buyers on the web? Propose a strategy for lead capture/ nurture / conversion (assay technology)



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# Example of questions from last year

- Develop a business plan for the company including funding, recruitment and company structuration
- Expansion of a technology on the US market: At which conditions could an assay be accepted in the US? Do we need an American KOL involved in the clinical validation that would support us? What is an oncology patient journey in the US?
- What assets could be assembled together to complete the asset X from our company to form a new biotech company
- What would be the best suited R&D strategy for this project
- What should be the geographical focus? (One or 2 countries, or access to a wider number of countries, should we let big pharma create new markets and follow them after...)
- What would be the type of industrial companies potentially interested by licensing this technology



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