

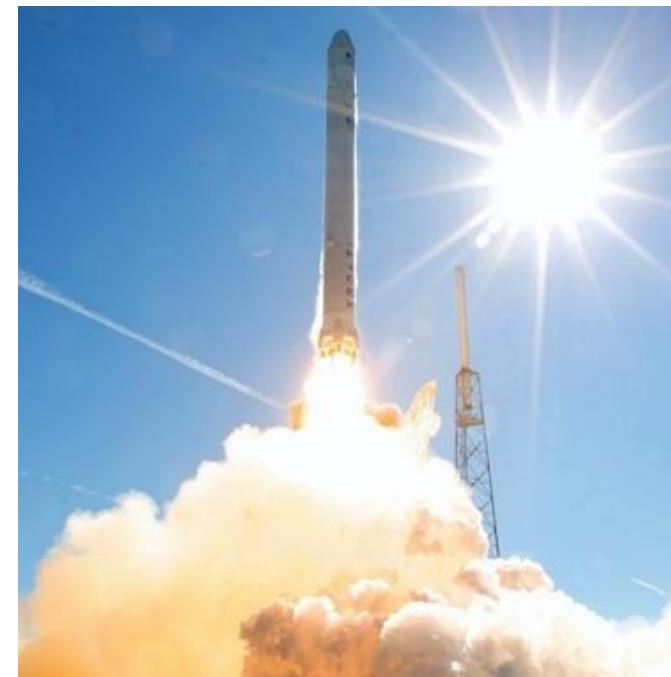


Innosuisse - Swiss Innovation Agency

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



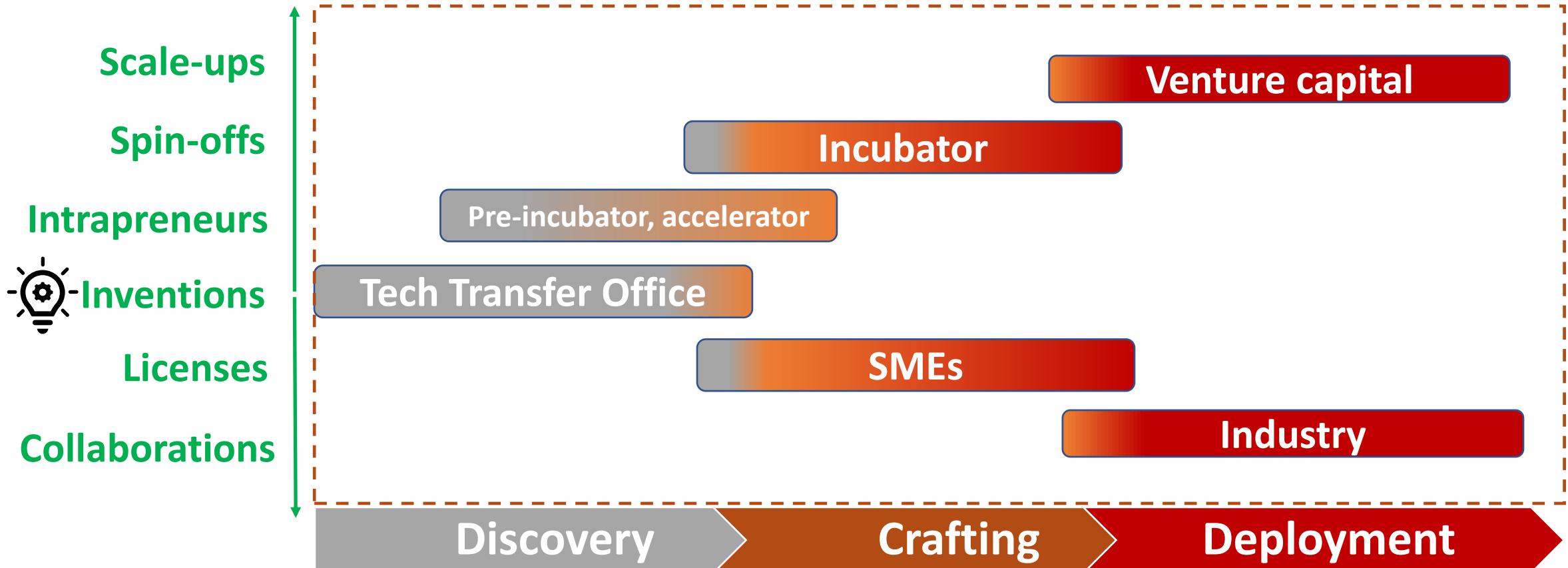
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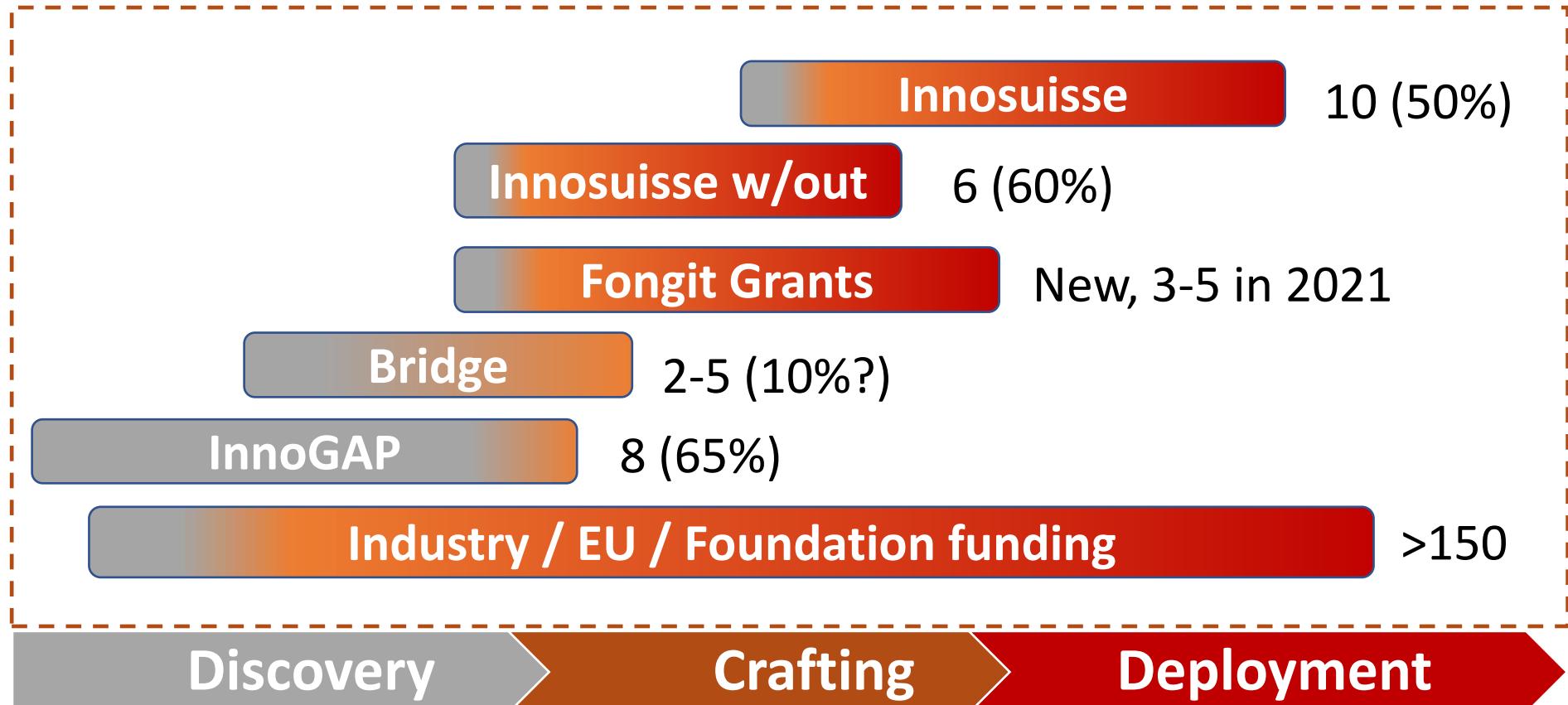
Innosuisse funding
opportunity
(w/out partner)

March 11th, 2021

Innovation ecosystem



Funding Innovation stats 2020 (success rate)



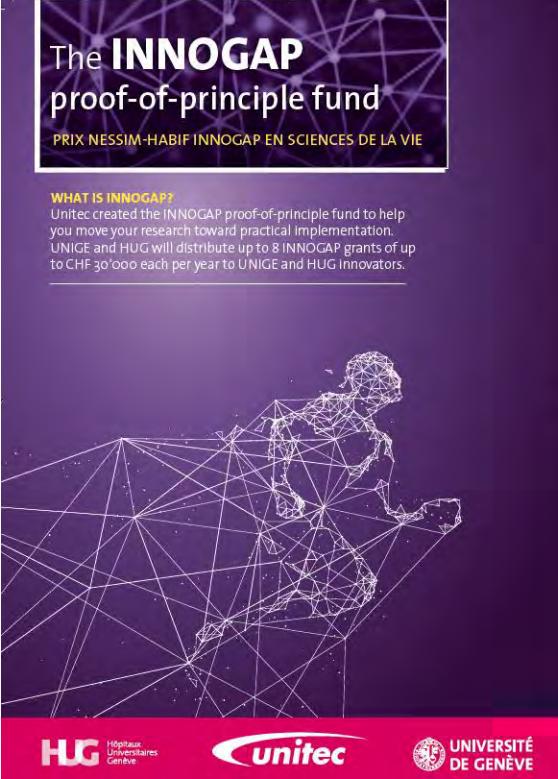
Portfolio of activities



Valorisation

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Maturation funding



The **INNOGAP** proof-of-principle fund

PRIX NESSIM-HABIF INNOGAP EN SCIENCES DE LA VIE

WHAT IS INNOGAP?

Unitec created the INNOGAP proof-of-principle fund to help you move your research toward practical implementation. UNIGE and HUG will distribute up to 8 INNOGAP grants of up to CHF 30'000 each per year to UNIGE and HUG innovators.

HUG Hôpitaux Universitaires Genève

unitec

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Industry Partnerships



bioInnovation Day 2018

November 15, 2018
Campus Biotech, Geneva

PITCH YOUR INNOVATIVE LIFE SCIENCES PROJECTS

Present your project or start-up.
Meet investors and industry representatives.
Generate partnering opportunities.

SUBMIT YOUR PROJECT BEFORE SEPTEMBER 15 ON
www.bioinnovation.ch

PITCH COMPETITION

Incubator Prize: value up to CHF 20'000.-
BioInnovation Prize: CHF 5'000.- in cash
Audience Award: CHF 1000.- in cash

SPONSORS

MAIN PARTNERS

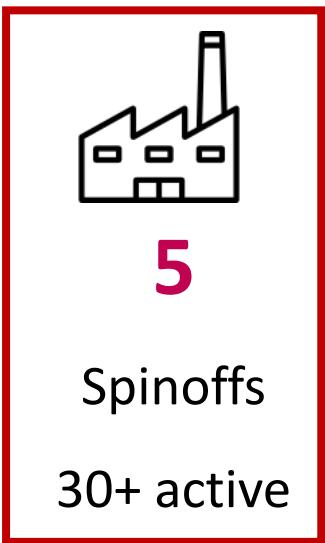
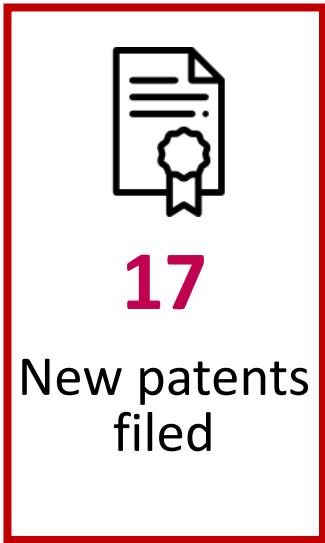
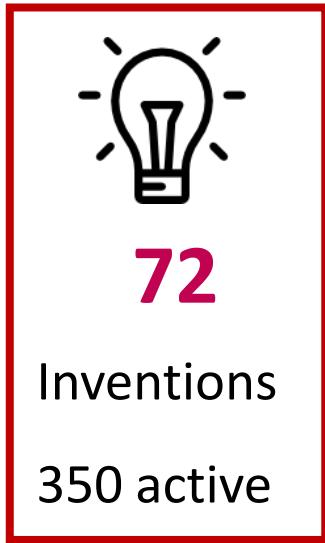
     

PARTNER INSTITUTIONS

Training

Unitec in a nutshell (stats 2020)



Invention/Innovation commercialization strategy

Intellectual property protection and marketing

Access to Innovation and Industry funding

Contacts

Office of Technology Transfer - Unitec

**Upcoming 5 free 2 h training
Every Tuesdays in May, 5-7pm
CMU if possible or on Zoom**



The image shows a promotional flyer for a series of five training sessions. The title is "valorisation de la recherche de la découverte au produit". The sessions are:

- 2 mai De chercheur à entrepreneur**
Matthias Kuhn (Unitec)
Denis Kiselev, Plair SA
Prof. Eric Allermann, Kylys Sàrl
Jordi Montserrat (Venturelab; Venturekick)
Pascal Bourgier (Genilem)
Ramona Traber (CTI Entrepreneurship Training)
- 9 mai Stratégie R&D dans les entreprises**
Olivier Deloche & Charlyne Gaillard-Rabe (Unitec)
Vanessa Currat (Debiopharm International SA)
- 16 mai Protéger vos idées**
Olivier Deloche (Unitec)
Raymond Reuteler (Reuteler & Cie)
Isabelle Cornut (Reuteler & Cie)
- 23 mai Commercialiser vos inventions**
Raluca Hücker (Unitec)
- 30 mai Innovation basée sur la recherche**
Laurent Miéville (Unitec)
Prof. Georges Haour (IMD Business School)

Horaires: 17h15 à 19h
Lieu: UNIGE — Faculté de Médecine
CMU, Rue Michel-Servet 1, 1205 Genève
Salles de séminaire S1-S2
Cours gratuit—Inscription obligatoire
sur: www.unige.ch/unitec

HUG Hôpitaux Universitaires Genève **Hes-SO GENÈVE** Haute Ecole Spécialisée de Suisse occidentale **UNIVERSITÉ DE GENÈVE**

unitec@unige.ch

www.unige.ch/unitec

[Unitec's linkedIn page](#)



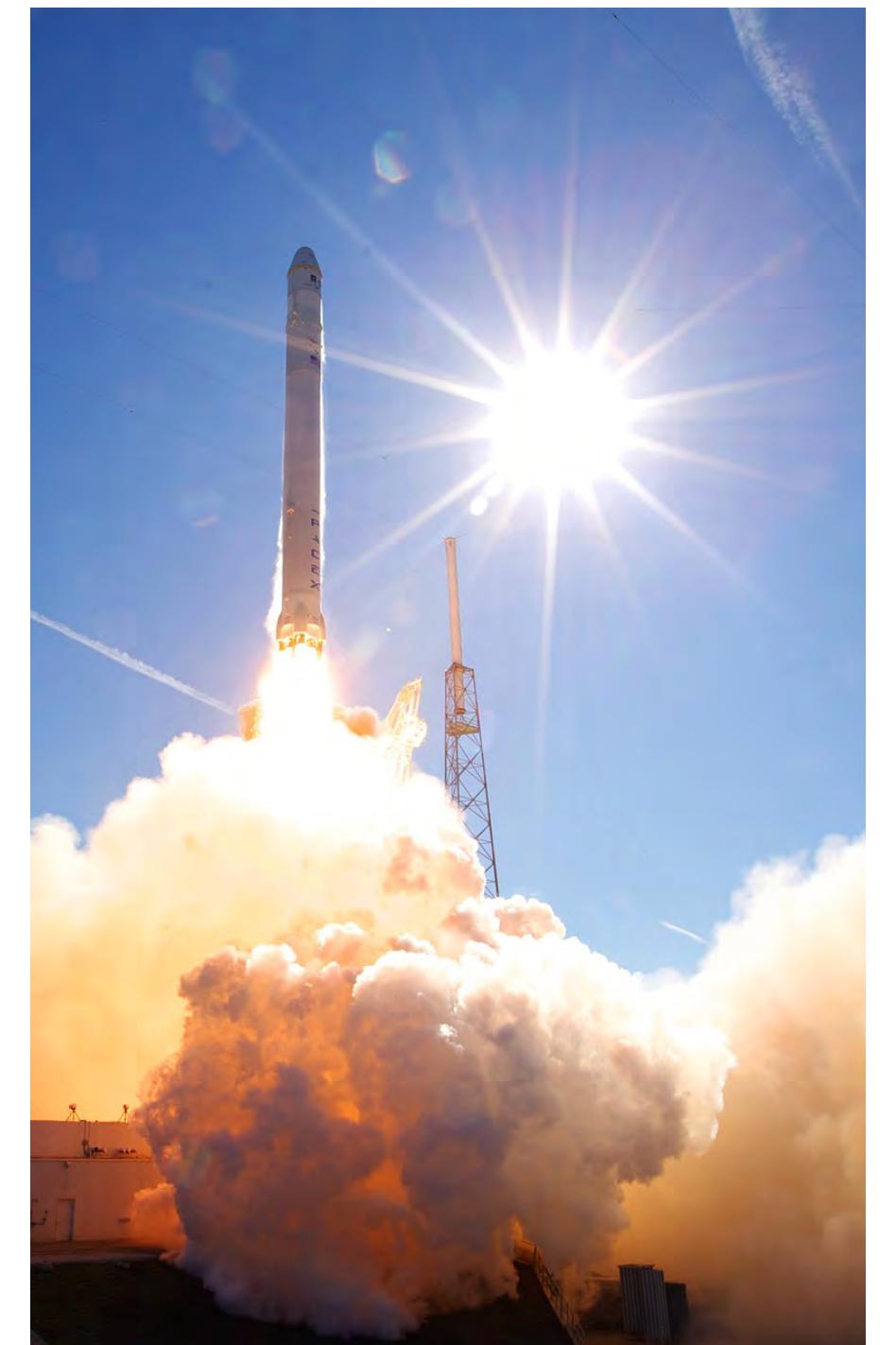
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FACULTY OF SCIENCE

Science Innovation Hub

Innosuisse Funding online event

March 11th, 2021



Julien Levallois, Science Innovation Hub

Activities

Pre-incubation

INNOsciences

- For employees and students of UNIGE
- With a Science technology
- Having an *idea* of a Business idea



Partnerships/
Collaborative projects

(Online-)Events

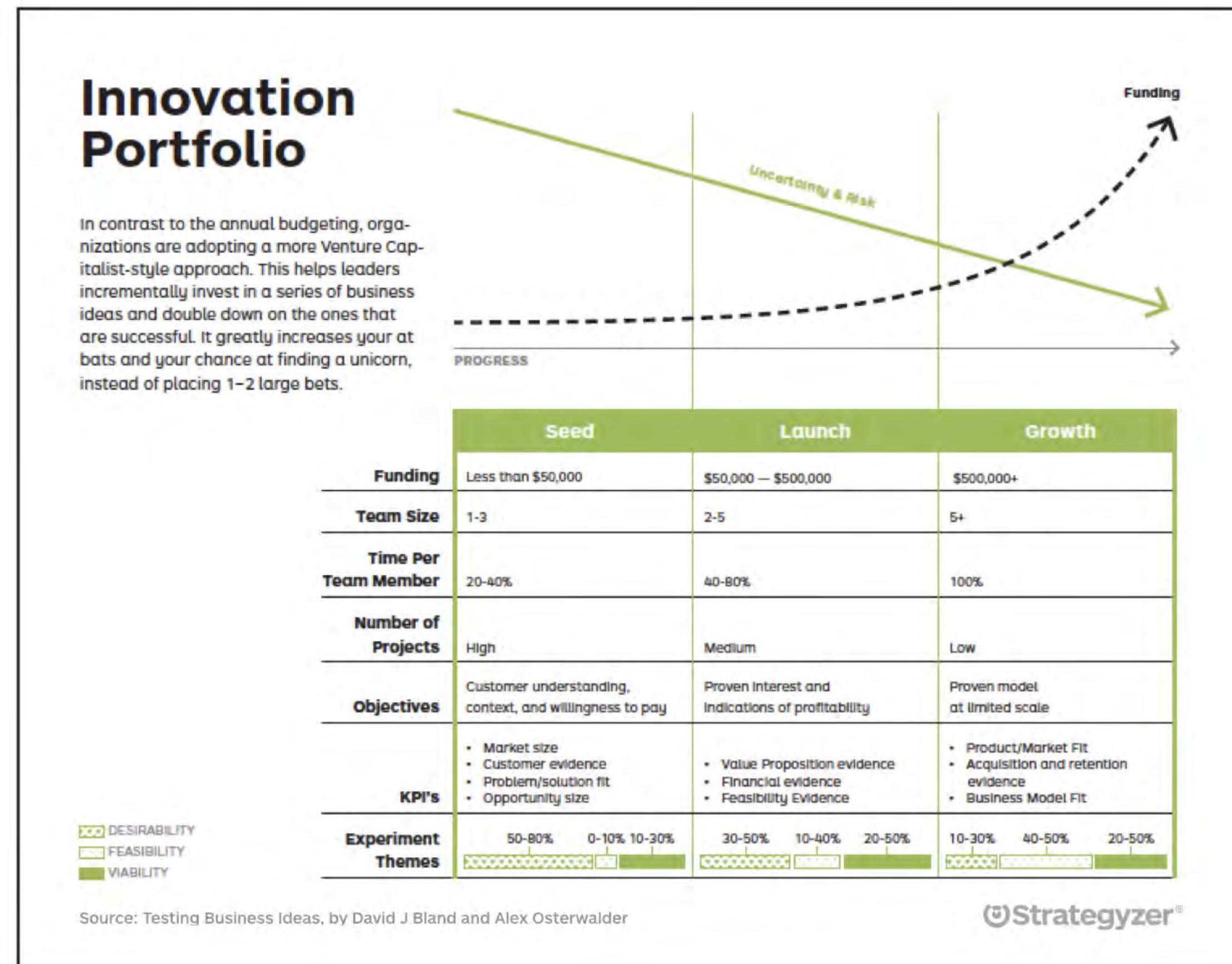
Piloting your startup
PIERRE-HENRI "ATÉ" CHUET
Founder Mach3Management
Thursday 4th March
12:30 - 14:00 ONLINE

INNOSUISSE FUNDING online EVENT
The Science Innovation Hub, the Translational Accelerator Faculty of Medicine, as well as Unitec and Innosuisse are presenting an information event about innovation project funding without an implementation partner. This is an ideal tool for people who are willing to mature an innovative research project and/or launch a startup in the near future.

MARCH 11th
12:15 PM – 2:00 PM
Virtual Event via Zoom

Logos: SIN UNIGE, FON GIT, MACH3 MANAGEMENT, ACCÉLÉRATEUR TRANSLATIONNEL, unitec, Innosuisse - Swiss Innovation Agency

Pre-incubation



- **Desirability** – Do your customers want your product/service? Having evidence that customers desire a solution to the problem your value proposition is targeting.
- **Feasibility** – Can you build your product/service? Having the resources and infrastructure to build your product/service.
- **Viability** – Can we make a profit from our product/service? Having evidence that you can generate more revenue than costs from your product/service.

Essential items

For 6 months renewable
Benches for chemical work
Private and shared offices
Meeting room

Office & Lab spaces

Direct access to Fongit
and Innosuisse coaches
Entrepreneurs

Consulting / Coaching

Preferred access to
infrastructure

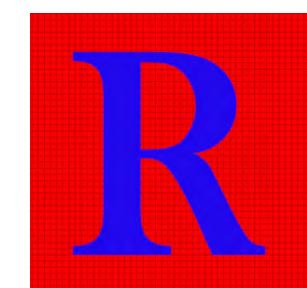
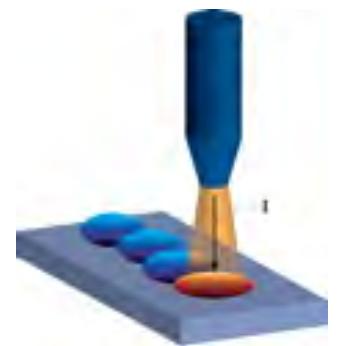
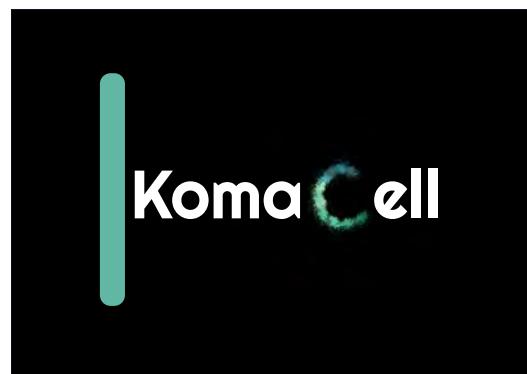
LTA
Technology platforms
Unige labs/groups

Ecosystem & Network

Unitec (TTO)
Service Recherche
Unige Innovation
OPI
Fongit / Geneus
Venturelab
Innosuisse
SME
ESA BIC
IPI
...

Les projets actuels

- **SiGe-Med Technologies** New generation of PET scanners based on a solid-state detectors (SSD) which are expected to allow for ultra-high resolution molecular imaging – [Prof. G. Iacobucci](#), [Prof. O. Ratib](#)
- **Fluosphera** Technological exploiting high-content imaging to perform a multiple co-culture of tissues in 3D and measure multiple biological activities – [G. Ségala](#), [Prof. A. Roux](#)
- **Komacell** Functionalized Biocellulose Wound dressings – [F. Barja](#)
- **Ose !** Biocellulose condoms – [Etudiantes Sciences Biomédicales](#)
- **Micro-Additive Manufacturing** New AM process, in particular hard metals – [J. Cors](#)
- **Agrolase** Measure where and when the pathogens are present in the fields and thus where and when pesticides really need to be applied – [Prof. J.-P. Wolf](#)
- **RefFIT** Fitting/modelling software – [I. Crassee](#), [A. Kuzmenko](#)



UNIGE ecosystem



UNIVERSITÉ
DE GENÈVE

INNOVATION

 ACCÉLÉRATEUR
TRANSLATIONNEL

Faculté de Médecine | UNIGE

 PÔLE
INNOVATION
NUMÉRIQUE

 science
innovation
hub

Geneva
SDG Solution Space




UNIVERSITÉ
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT

20 ANS D'INNOVATIONS


 Hôpitaux
Universitaires
Genève

 science
innovation
hub

Fonds d'Innovation de la Fongit (FIF)

- The new financial support for innovation in Geneva has been launched! (March 2021)
- The "Fonds d'Innovation de la Fongit (FIF)" aims to accelerate innovation in Geneva-based research institutions and universities, as well as within startups and scale-ups. This new financial tool supports technological innovation serving the Sustainable Development Goals (SDGs).
- Fongit supports innovative startups at different stages of their journey with 3 types of financing options:
 - Fongit Grants
 - Fongit Seed Loan
 - Fongit Growth Loan

You can find more details about the FIF and apply for support for your project here:
www.fongit.ch/financing



CONNECT PEOPLE
FOSTER SYNERGIES
CREATE IMPACT

ACCELERATE
CHANGE
TO INVENT
THE FUTURE

TRANSFORMATION 1



ACCÉLÉRATEUR TRANSLATIONNEL

Faculté de Médecine | UNIGE

Providing support for innovation at the Uni-Geneve,
Faculty of Medicine, since March 2018.

The program : promoting innovation by hands-on involvement to Inspire, Educate, and Lead.

INSPIRE

- Inspire researchers by **inviting globally recognized leaders** who will share their knowledge on the future of health trends and experience.
- Chair **roundtable interactive discussions**.

EDUCATE

- **Educational series (i-teams)** for interesting topics covered by experienced specialists from their field.
- Globally recognized specialists from partner organizations on hand to advise participants on developing **translational funding proposals/business plans**.

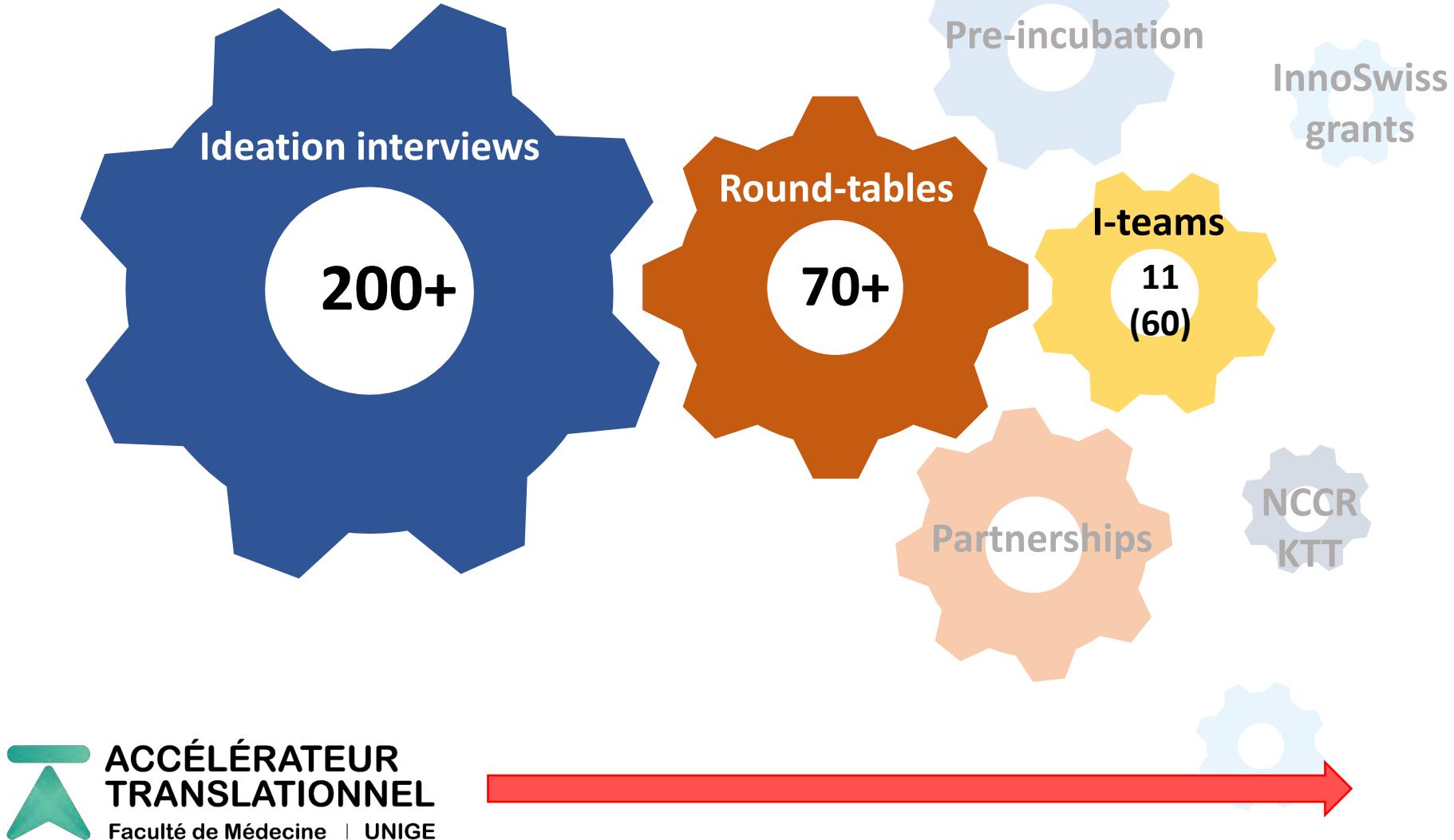
LEAD

- Help researchers **develop leadership** capabilities.
- Provide teams with the **mindset, skillsets, and toolsets** of highly successful innovators.
- **Teach leadership** is a skill you can develop with practice and a process you can manage.

Supporting Translational Medicine by Accelerating the Development of Innovation.



The main process at the ATFM :



POWERED BY INARTIS
In Ar Ti S

ACCELERATE
CHANGE
TO INVENT
THE FUTURE

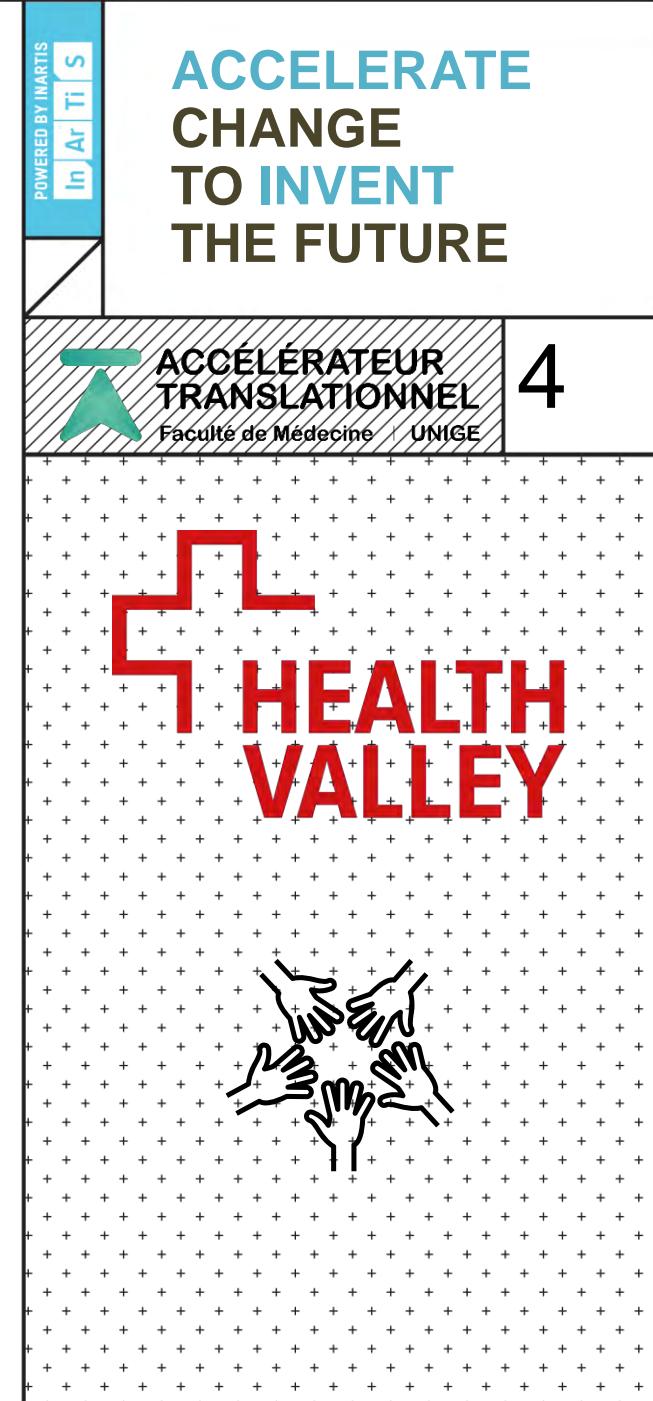
ACCELÉRATEUR
TRANSLATIONNEL
Faculté de Médecine | UNIGE 3

The Translational
Accelerator at the
Faculty of Medicine
(ATFM) :
Supporting
Translational
Medicine at Unige.

+

Our partners from Health Valley.

The Health Valley community operates an ecosystem that catalyzes collaboration among academic, clinical, industrial, government and business stakeholders to support the development and deployment of new solutions for our society.



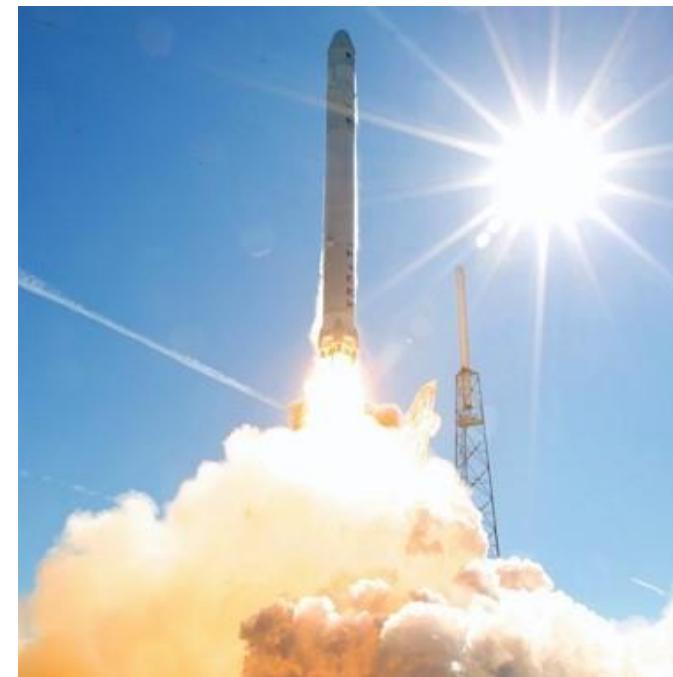


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Stéphanie Lecaudé

MOVING FORWARD WITH INNOSUISSE

Stéphanie Lecaudé
Scientific Officer, Innosuisse

University of Geneva
11.03.2021



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Innosuisse – Swiss Innovation Agency

INNOSUISSE SWISS INNOVATION AGENCY

Innosuisse is the Swiss Confederation's agency for promoting innovation.

OUR MISSION

Innosuisse promotes **science-based innovation in the interest of the economy and society** in Switzerland – in all disciplines.

INNOSUISSE OFFERS OVER 20 INSTRUMENTS TODAY WE ARE FOCUSING ON 4 FUNDING OFFERS

RESEARCH



Researchers at
Swiss research
institution

Students

Launching innovation by expanding network and knowledge

Research with goal of market implementation

Projects without
implementation
partner

BRIDGE
Discovery

BRIDGE
Proof-of-concept

Jointly developing new products and services

Innovation projects
with Swiss partners

with international partners

On the way to collaboration

MARKET IMPLEMENTATION



SMEs

Large companies

Start-ups

Non-profit
organisations

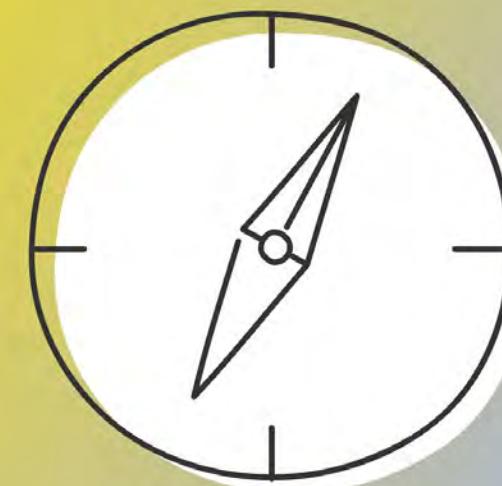
Further private or
public organisations

Founding and developing a science or technology based start-up

THE INNOSUISSE GUIDE HELPS YOU FIND THE RIGHT SUPPORT OFFER IN JUST A FEW STEPS

**Navigation
for your
innovation**

www.innosuisse.guide



1. FUNDING FOR JOINTLY DEVELOPING NEW PRODUCTS AND SERVICES

INNOVATION PROJECT BETWEEN COMPANIES AND RESEARCHERS

INNOVATION PROJECTS WITH SWISS PARTNERS

IMPLEMENTATION PARTNERS (industry partners, SMEs, NGOs, administration)

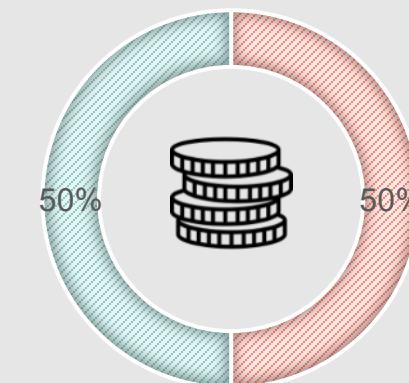
- Obtain access to scientific know-how and research and development resources
- Provide business expertise and customer perspective

RESEARCHERS

- Obtain business expertise and customer perspective
- Provide scientific skills and research infrastructure

Submit your application online:
<https://www.innosuisse.ch/analytics>

INNOVATION PROJECT



■ Funded by Innosuisse

■ Contribution by the implementation partner incl. 10% cash

MARKET IMPLEMENTATION OF THE INNOVATION



FOR AN INNOVATION PROJECT A GOOD APPLICATION IS...

CONCRETE:

- Market interest exists
- Access to the market has been described
- Product or service has been defined

CLEAR:

- Innovative content is clearly indicated
- Project plan is comprehensible
- Tasks are clearly defined and meaningful
- Milestones are set reasonably and goals are described quantitatively

CONSISTENT:

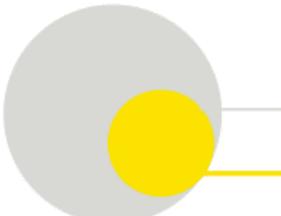
- Research and implementation partners work together, not side by side or against each other
- Project planning and financial planning are consistent
- Timetable and resource allocation are realistic

INNOVATION PROJECT FUNDING 2020

FUNDING CONTRIBUTION APPROVED OF CHF 199.8 MILLION



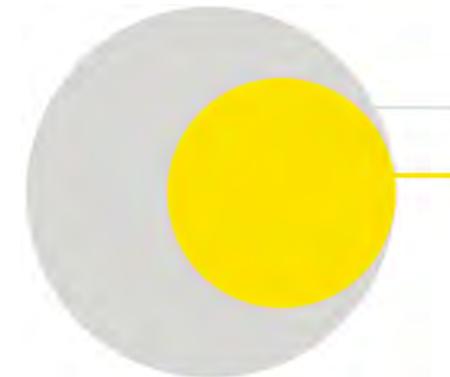
Energy & Environment
133 applications assessed
72 applications approved
Approval rate 54%



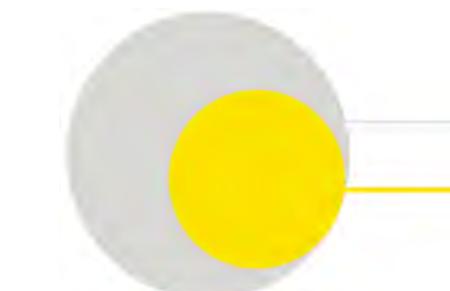
ICT
151 applications assessed
76 applications approved
Approval rate 50%



Social Sciences & Business Mgt.
115 applications assessed
51 applications approved
Approval rate 44%



Engineering
252 applications assessed
156 applications approved
Approval rate 62%



Life Sciences
207 applications assessed
117 applications approved
Approval rate 57%

2. FUNDING FOR ACADEMIC RESEARCH WITH THE GOAL OF MARKET IMPLEMENTATION

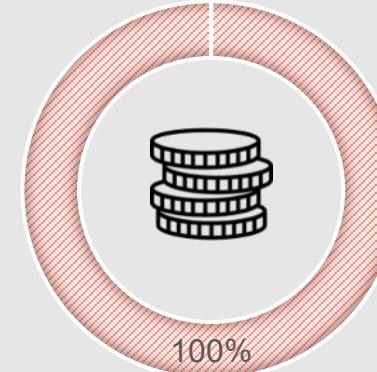
INNOVATION PROJECT WITHOUT IMPLEMENTATION PARTNER

INNOVATION PROJECTS WITHOUT PARTNER

RESEARCHERS

- have come across an innovative idea with great market potential in the course of their research work
- have not yet found a partner for the implementation on the market.

INNOVATION PROJECT



■ Funded by Innosuisse

FUTURE MARKET IMPLEMENTATION OF THE INNOVATION



Submit your application online:
<https://www.innosuisse.ch/analytics>

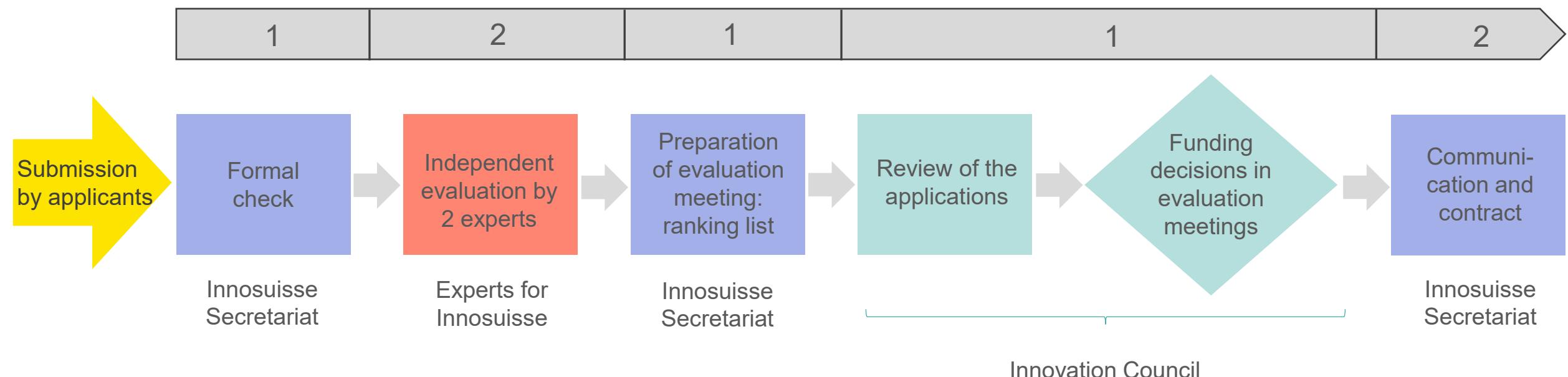
PROJECTS WITHOUT IMPLEMENTATION PARTNER: ADDITIONAL REQUIREMENTS

5 ADDITIONAL REQUIREMENTS COMPARED TO INNOVATION PROJECTS WITH PARTNERS:

- The project displays a considerable innovation potential and a clear business idea.
- With the current state of research, there is a high risk of the project not succeeding on the market.
- You intend to try to convince potential implementation partners of the economic benefits of your idea over the next few months.
- Your project staff have the skills required to execute the project.
- Your project will last a maximum of 18 months.

INNOVATION PROJECTS ONE EVALUATION PROCESS FOR ALL PROJECTS

Evaluation duration (in weeks) – depending on dates of evaluation meetings



INNOVATION PROJECTS ASSESSMENT CRITERIA FOR ALL PROJECTS

TWO INDEPENDENT
EVALUATIONS

with the same weighting

Evaluation expert 1

Evaluation expert 2

ASSESSMENT CRITERIA

- ✓ Innovation degree
- ✓ Sustainability and value creation in Switzerland
- ✓ Methodology and team competences

The Innovation Council takes its independent decision on the basis of the experts' evaluation

BRIDGE FUNDING OFFERS BY INNOSUISSE AND SNSF

BRIDGE PROJECTS

AS A RESEARCHER

- Take the step into an application-led business environment
- Implement your research results on the market



TWO FUNDING OPPORTUNITIES

- 1. Proof of concept:**
a step into an application-led business environment for young researchers
- 2. Discovery:**
for researchers with experience of implementing the innovation potential of research results

MOVING FORWARD WITH INNOSUISSE



WE LOOK FORWARD TO RECEIVING YOUR APPLICATION

www.innosuisse.ch
info@innosuisse.ch



START YOUR INNOVATION PROJECT



START AND GROW YOUR BUSINESS



BE CONNECTED



GO GLOBAL



twitter.com/innosuisse



linkedin.com/company/Innosuisse

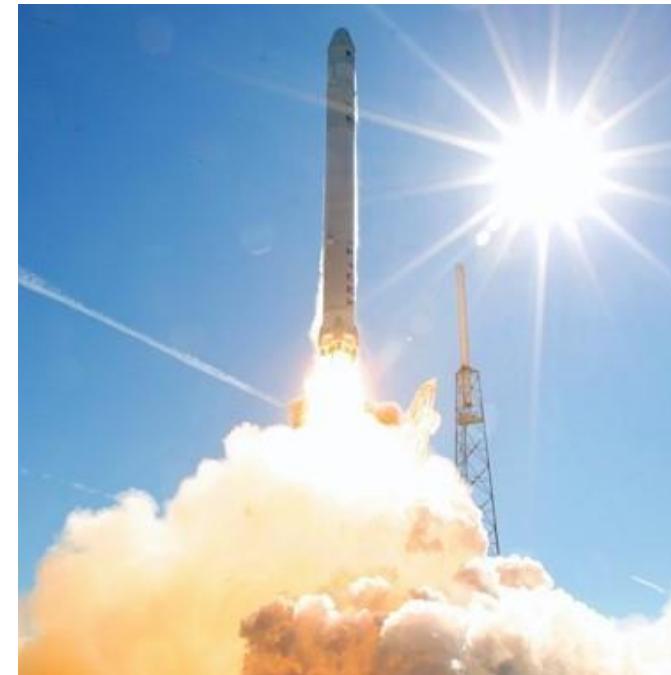


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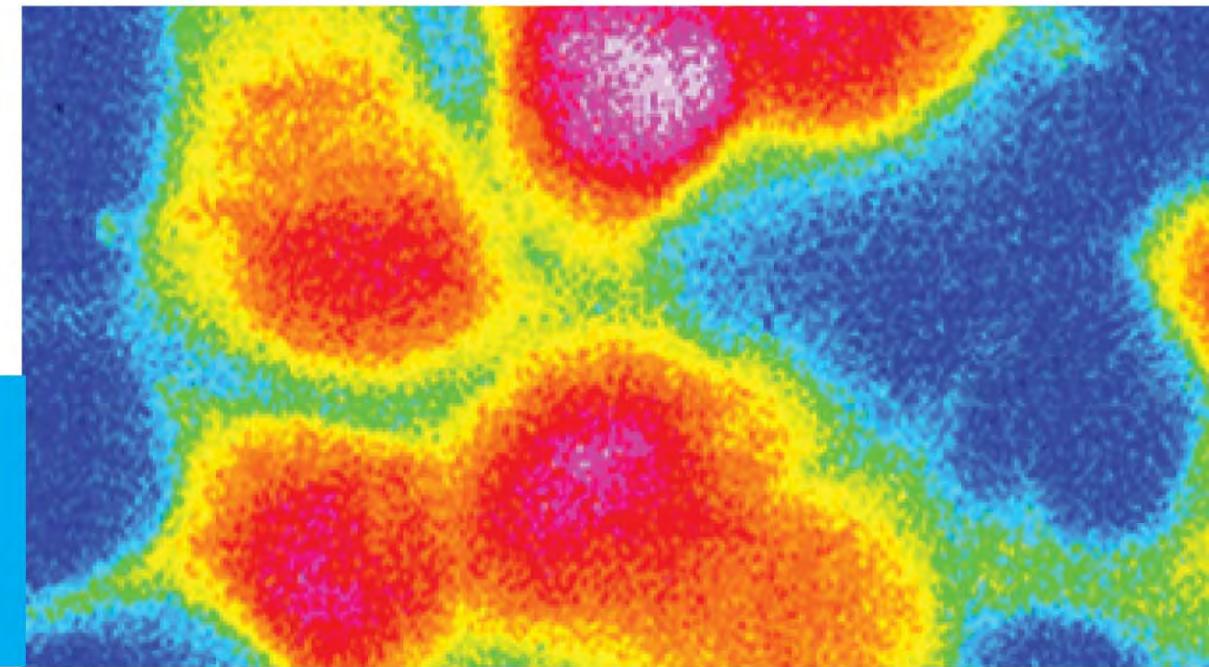
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Prof. Vladimir Katanaev

Vladimir L. Katanaev

Full Professor and Chair in Translational Oncology
University of Geneva



Targeting the oncogenic Wnt
signaling pathway:
the Innosuisse experience

Vladimir L. Katanaev

Full Professor and Chair in Translational Oncology
University of Geneva (2018-present)



University of Lausanne
(Associate Professor, 2011-2018)



University of Konstanz
(Junior Group Leader, 2005-2011)



Targeting the oncogenic Wnt
signaling pathway:
the Innosuisse experience



Offrez une
lueur d'espoir

Pour les 5500 femmes
touchées chaque
année par le cancer
du sein en Suisse.

Informez-vous et achetez un lampion rose:

www.liguecancer.ch/cancerdusein

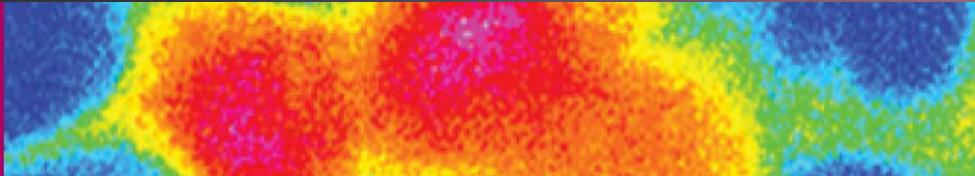


ligue contre le cancer

Unis contre le cancer du sein

TRIPLE NEGATIVE BREAST CANCER: NEW TARGETED THERAPY

Spin-off from the
University of Geneva



FACULTÉ DE MÉDECINE



UNIVERSITÉ
DE GENÈVE

Breast cancer is the main cancer for women



80-85%

Targeted Therapies



15-20%

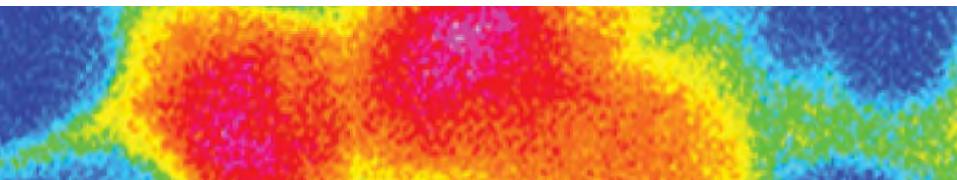
Triple Negative Breast Cancer (TNBC)



Stage	5-year survival	
	TNBC	non-TNBC
Localized	91%	99%
Regional	65%	86%
Distant	11%	27%



- <40 years old
- 2 millions



New targeted therapy

The Wnt pathway is a therapeutic target validated for cancer treatment

- 13 drug candidates are in clinical trials (Ph I – II)
- Non-selective inhibition = adverse effects in bone and intestine

Frizzled-7 (FZD7)

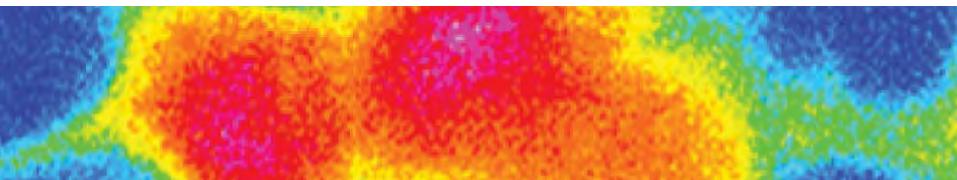
- Validated for triple-negative breast cancer
- No key function in bone or intestine



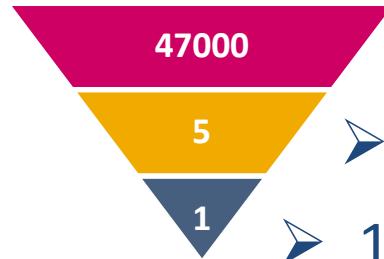
FZD7-selective antagonists

Targeted therapeutic solution without secondary effects

➡ Chemical series identified and patented



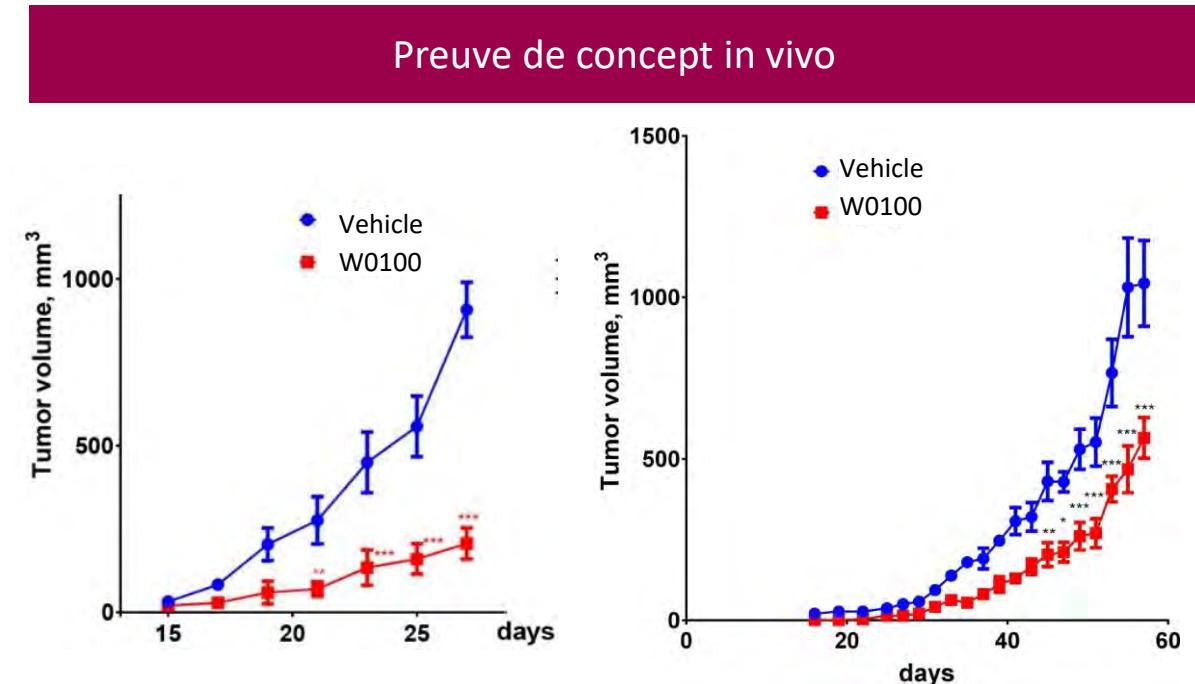
From a concept to a targeted therapeutic solution



- 47000 small molecules screened
- 5 hits validated
- 1 chemical series protected by a patent

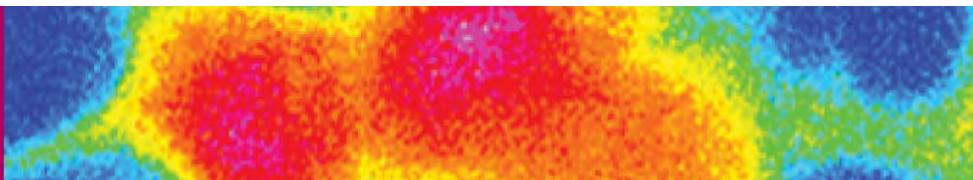
W0100 as an antagonist of FZD7

- Proof of concept *in vitro*
- Proof of concept *in vivo*
- Chronic treatment (40 days) well tolerated in mice



Research program to develop the clinical drug candidate

- Dose, administration, combination with existing treatments

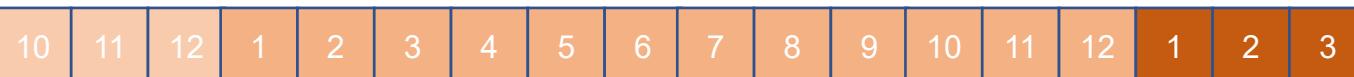


Targeting the oncogenic Wnt signaling pathway: **the Innosuisse experience**

2018

2019

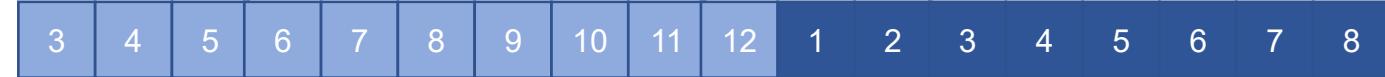
2020



Molecular target validation and profiling of a novel class of anti-triple-negative breast cancer (TNBC) small-molecule Wnt pathway inhibitors.
18 months. 265'885 CHF. Without implementation partner.

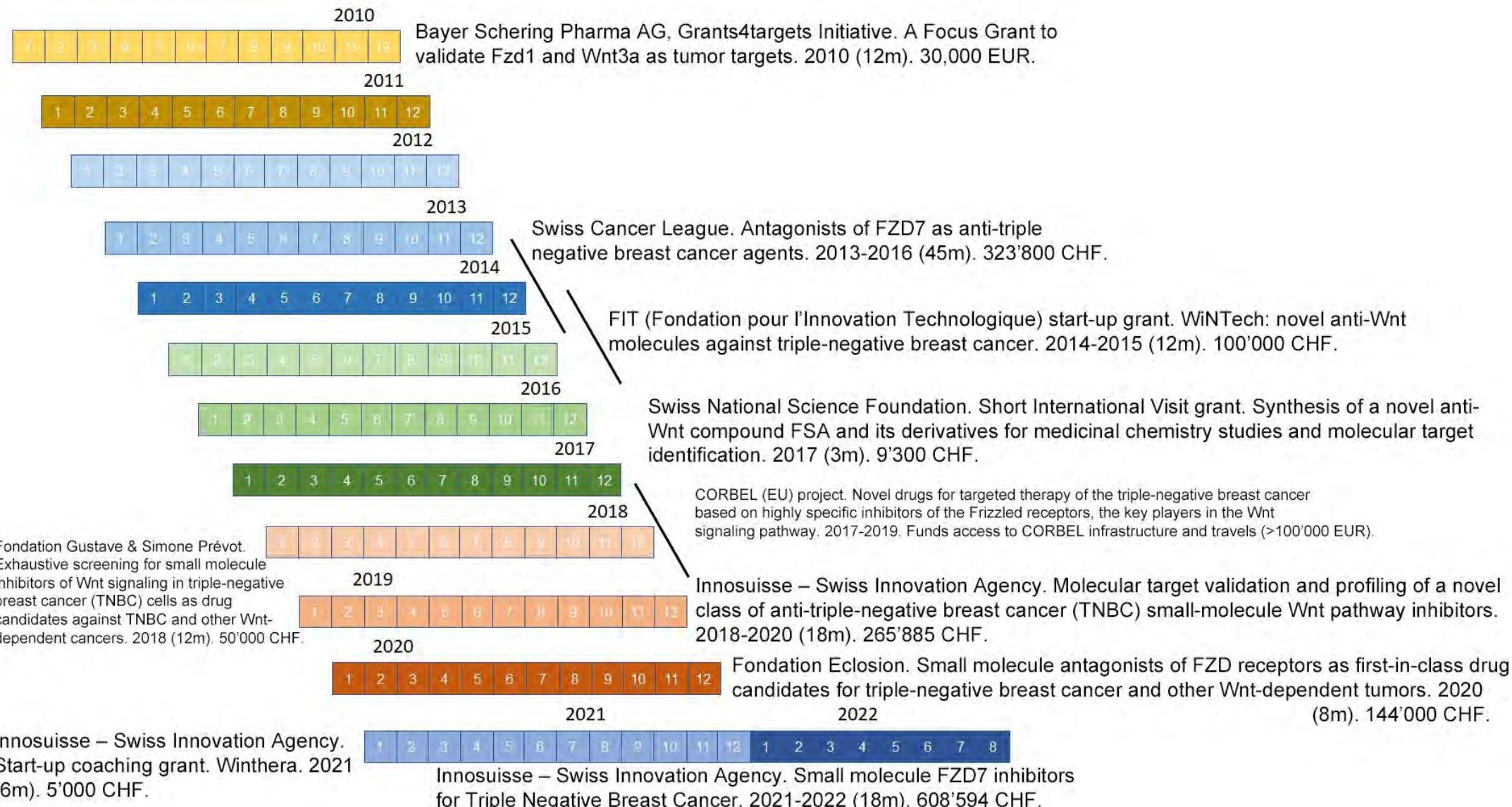
2021

2022

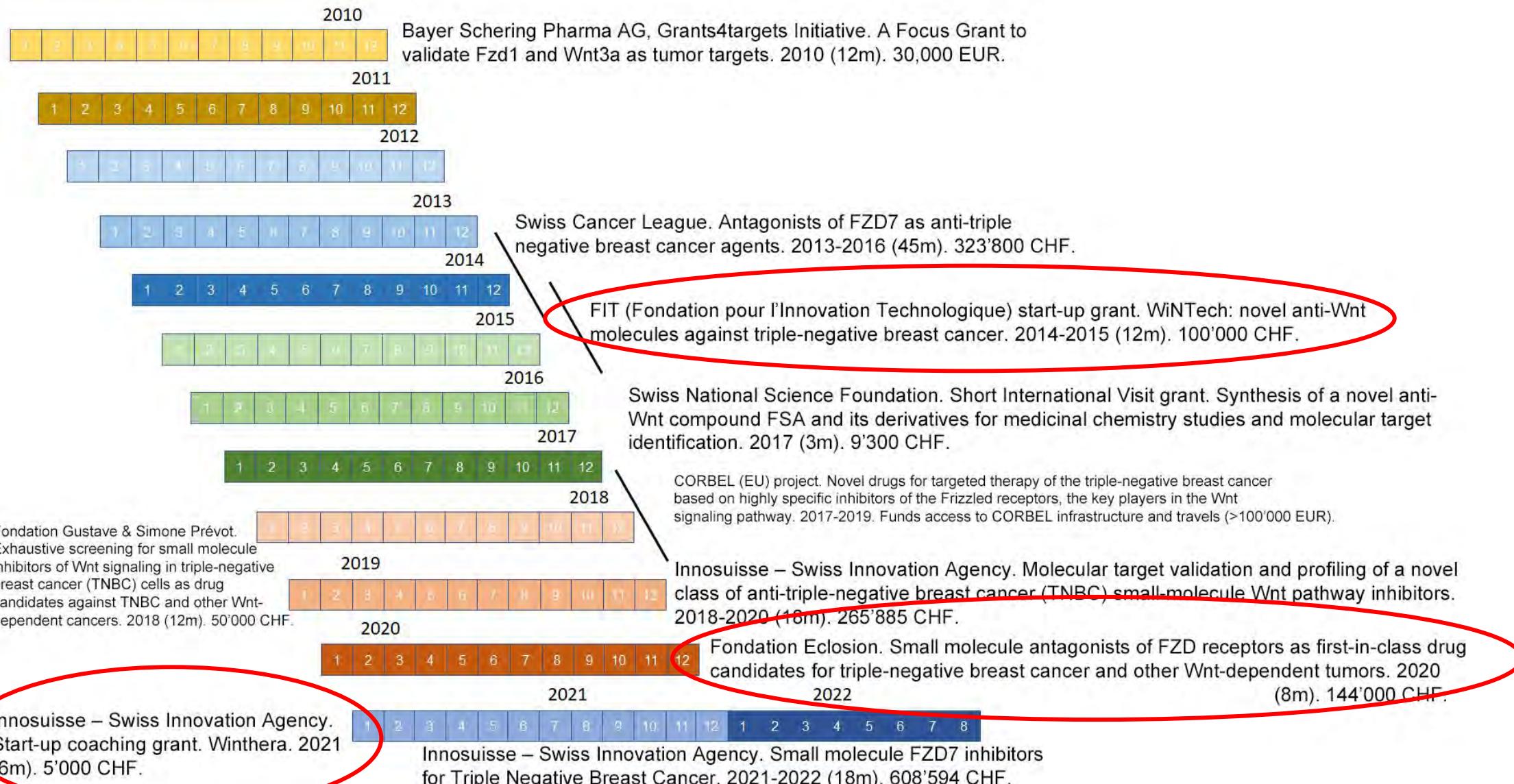


Small molecule FZD7 inhibitors for Triple Negative Breast Cancer.
18 months. 608'594 CHF. Without implementation partner.

Lesson 1. Continuity and persistence.



Lesson 2. Training



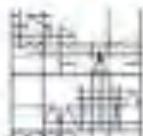
Lesson 3. Training → Key personnel

key Biology expertise

Dr. Alexey Koval - CSO



Universität
Konstanz



Unil
UNIL | UNIVERSITÉ DE LAUSANNE



UNIVERSITÉ
DE GENÈVE
FACULTÉ DE MÉDECINE

key Medicinal chemistry expertise

Dr. Cédric Boudou - CEO



janssen

addex

AC Immune

Fondation Gustave & Simone Prevot.

Exhaustive screening for small molecule
inhibitors of Wnt signaling in triple-negative
breast cancer (TNBC) cells as drug
candidates against TNBC and other Wnt-
dependent cancers. 2018 (12m). 50'000 CHF.

2019

Innosuisse – Swiss Innovation Agency. Molecular target validation and profiling of a novel
class of anti-triple-negative breast cancer (TNBC) small-molecule Wnt pathway inhibitors.
2018-2020 (18m). 285'885 CHF.

2020

2021

Fondation Eclosio. Small molecule antagonists of FZD receptors as first-in-class drug
candidates for triple-negative breast cancer and other Wnt-dependent tumors. 2020
(8m). 114'000 CHF.

Innosuisse – Swiss Innovation Agency.
Startup coaching grant. Ximthera. 2021
(6m). 5'000 CHF.

Innosuisse – Swiss Innovation Agency. Small molecule FZD7 inhibitors
for Triple-Negative Breast Cancer. 2021-2022 (18m). 608'594 CHF.

Lesson 4. Coaching

key Biology expertise

Dr. Alexey Koval - CSO



Universität
Konstanz

Unil
UNIL | Université de Lausanne
FACULTY OF MEDICINE

key Medicinal chemistry
expertise

Dr. Cédric Boudou - CEO



janssen

addex
therapeutics

ACImmune

AG, Grants-targets Initiative. ✓ Focus Grant to
new tumor targets. 2010 (12m). 30,000 EUR.



Pascale Van Landuyt

Alliance

Fondation Gustave & Simone Preysman
Exhaustive screening for small molecule
inhibitors of Wnt signaling in triple
negative breast cancer (TNBC) cells as drug
candidates against TNBC and other
dependent cancers. 2018 (12m)

Innosuisse – Swiss Innovation Agency
Startup coaching grant. X-Mimera. 2021
(6m). 5'000 CHF.

Innosuisse – Swiss Innovation Agency
for Triple Negative Breast Cancer. 2021

Dr. Marco Rüedi - Coach



SANOFI

Axalbion

MERZ
entéris

Fongit
innovation incubator

Eclosion
Innovation Incubator

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederació suiza
Confederazió svizra
Innosuisse – Agence suisse pour
l'encouragement de l'innovation

Vladimir L. Katanaev

Full Professor and Chair in Translational Oncology
University of Geneva (2018-present)



- Lesson 1. Continuity and persistence.**
- Lesson 2. Training.**
- Lesson 3. Key personnel.**
- Lesson 4. Coaching.**

Targeting the oncogenic Wnt
signaling pathway:
the Innosuisse experience

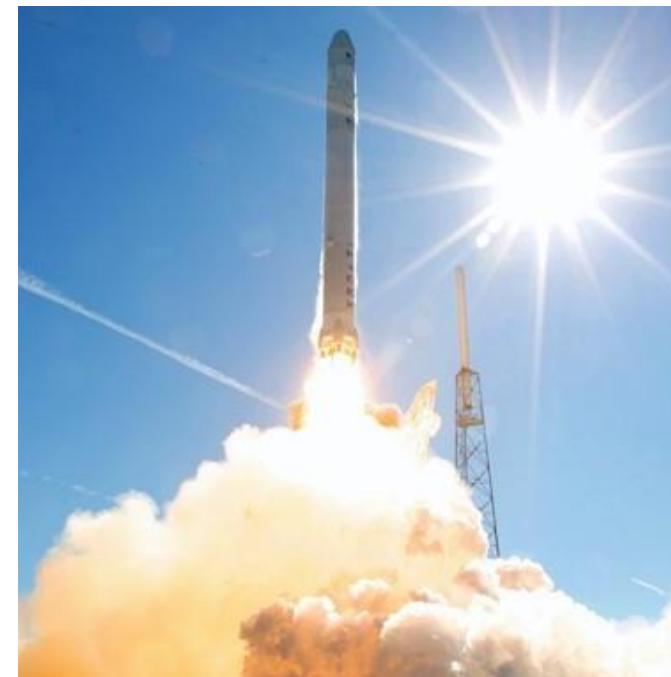


Innosuisse - Swiss Innovation Agency

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



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David Pejoski

STARTUP RECIPE



...funding? ?

Path to an Innovation Project Grant @UNIGE

Postdoc WHO Vaccine Immunology (Siegrist lab)

Innosuisse Business Concept course ('module 2')

'Reprogramming tumor-associated macrophages using small molecule drugs'

2015-2019

Postdoc Cancer Immunotherapy (Reith + Scapozza labs)

Innosuisse Biotech Creation course ('module 3')

Project: A2AR-targeting small molecules (Innogap & Eclosion supported)

2020

Postdoc / Project Manager (Scapozza lab)
Innosuisse Innovation Project, without implementation partner:

Preclinical PoC and 'lead drug candidate selection'

2021-2022

Application writing

Unige stakeholders

Researchers

Unitec

Existing coaches / courses

Innosuisse M2/M3

Eclosion (Fongit)

Other third parties

Foundation Inartis

Incubators

Entrepreneurs

What your application should include:

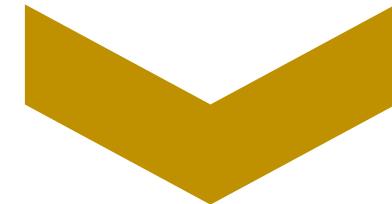
Information on project partners: expertise, track record, infrastructure

Project/startup concept: business model, market analysis

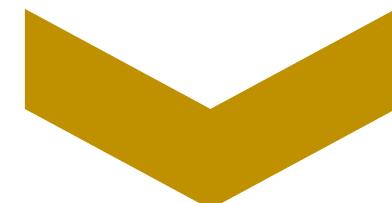
Innovative solution: development status, risk / ambition, feasibility

Planning: work packages, financial (wages, materials), objectives (technological, economic)

Submission



Evaluation



Revisions based on
comments /
Decision

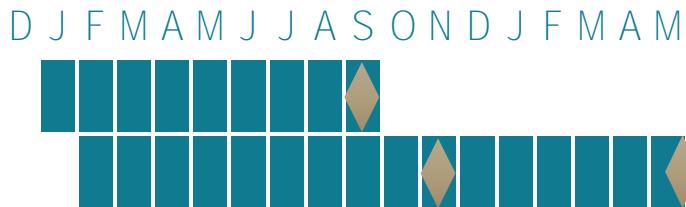
Project timeline and goals

Work Packages

2021

2022

1. Drug design/medchem

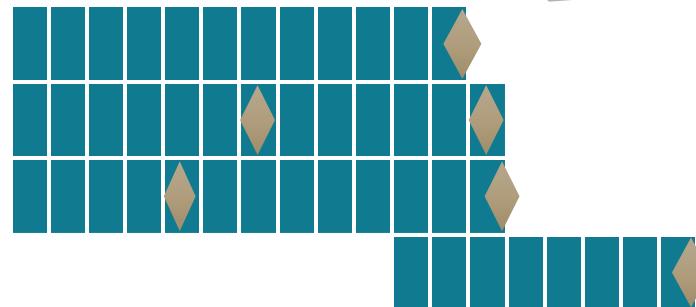


Milestones

Designed new drug analogs of existing hits

Synthesised new drug analogs, 2 at the gram scale

2. Pharmac/bio efficacy



‘Lead drug candidate selection’

Evaluated new drugs using primary assays

Functional/analytical assays developed, evaluated a subset of new drugs

Obtained authorisation and tested 3 new drugs in mouse PK / dose studies

Completed mouse tumor model PoC (biological efficacy) study

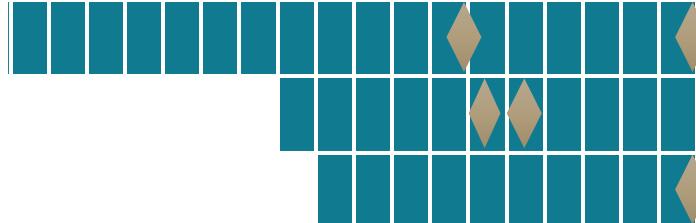
biological efficacy

Data storage, 12month report, communications

Patent filed, board created, Start-Up incorporated

Pitched project, secured funding (seed/series A)

3. Project management



‘Value’ creation

team

Execution



Dr. David
Pejoski
Project lead



Aurélie
Gouiller,
MSc. Chief
Tech. Officer



Prof. Leonardo
Scapozza
*Pharmaceutical
expert, lab host*



Dr. Sébastien
Tardy
MedChem



Dr. Margot
Boujut
*Synthesis &
MedChem*



Dr. Hesham
Ismail
*Preclinical dose
finding & tox*



Camille Süess,
MSc.
*HTS, functional
biology*



Margaux
Héritier
MSc.
*Molecular
Modeling*

Advisors



Dr. Thibaut
De Smedt
Chief Advisor



Prof. Walter
Reith
Immunology



Prof. Thomas
Matthes
Clinical oncologist



Dr. Laurent
Galibert
Development



Dr. Yann
Dean
Development



Prof. Stephanie
Hugues
Onco-immunology

Coach



Dr. Marco
Ruedi
*Entrepreneur
Coach*

Email contact

David.Pejoski@unige.ch

Leonardo.Scapozza@unige.ch



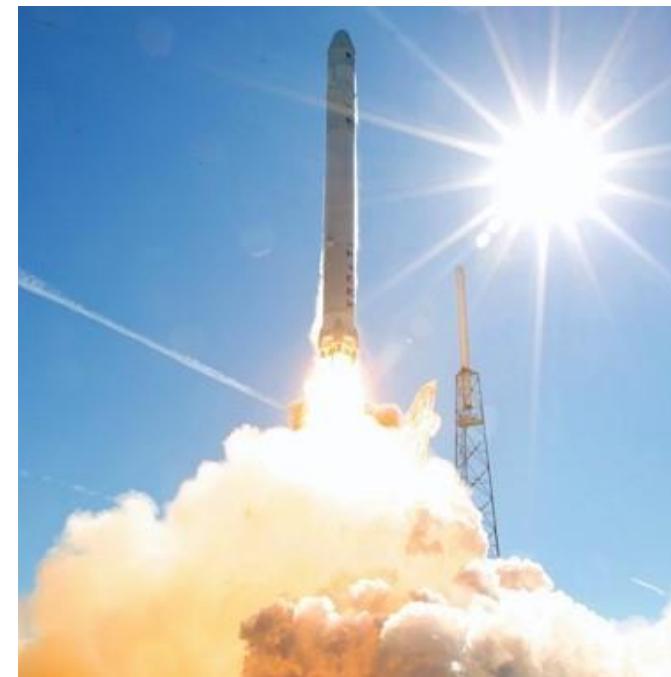
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Gregory Segala

Innosuisse Grant without Implementation partner



Gregory Segala
Founder & CEO

contact@fluosphera.com

- March 11th, 2021 -

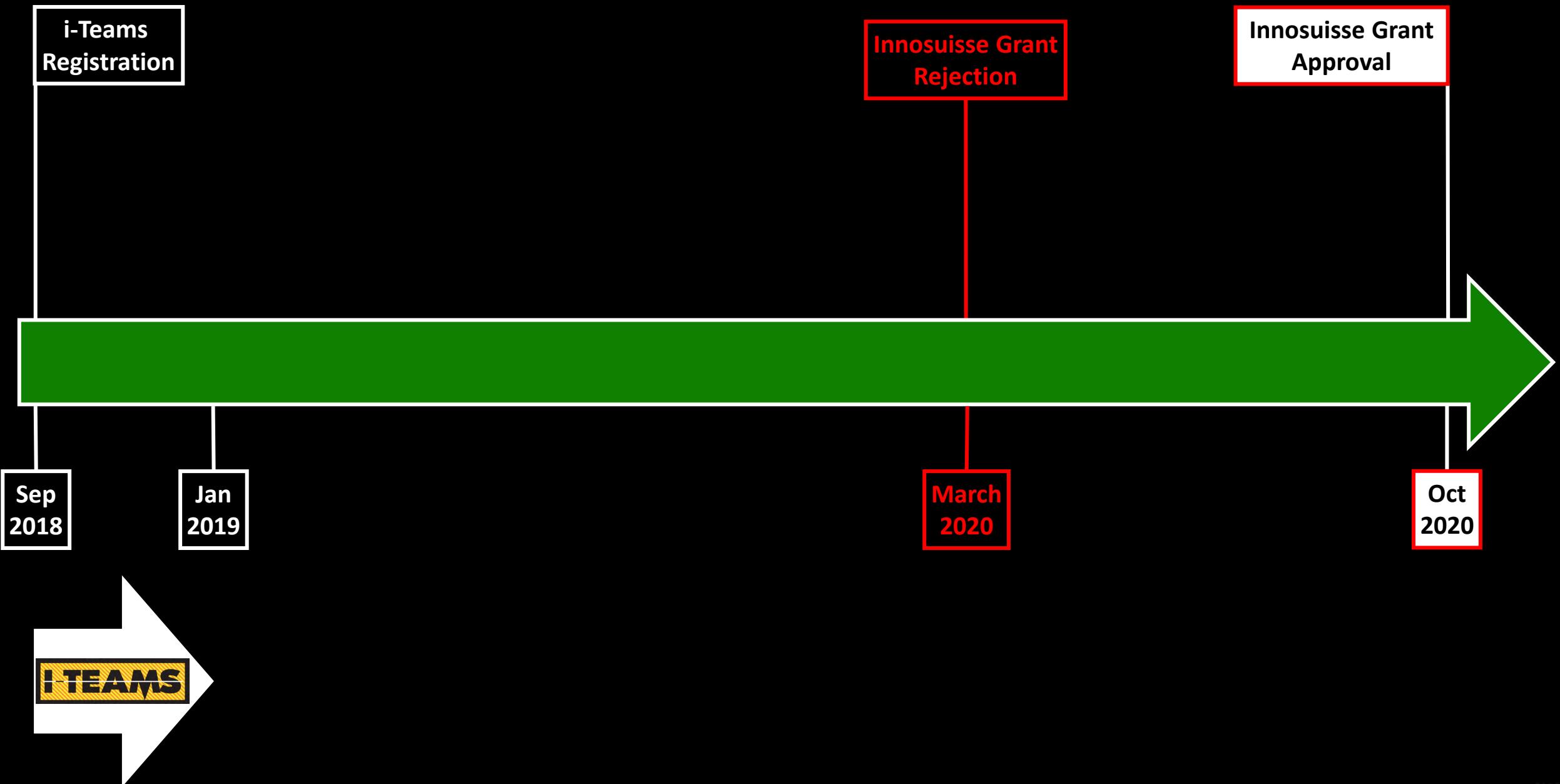


Innosuisse Grant

September 2018

Innovation/Innovator Maturity

Me



START-UP

ACADEMIA

MARKET

Innovation = **Practical implementation** of **ideas** that results in the introduction of **new goods or services**

- Teams of 2-4 students work during a semester on the transfer of an innovation (UniGE/HUG) to the market
- Mentoring every week with experts (IP, industry, investors) on the projects

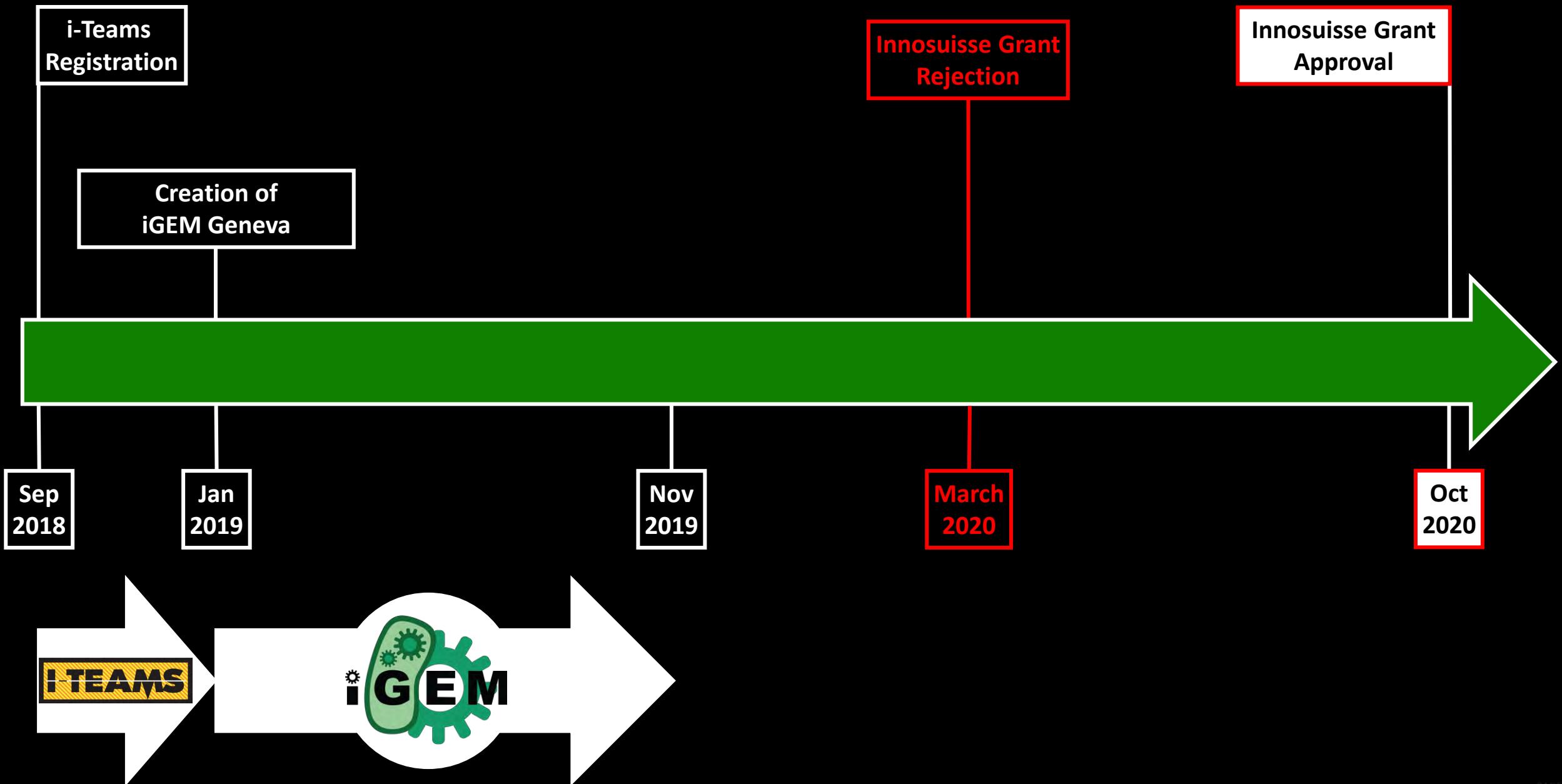
Team “Cell Encapsulation” (Prof. Aurélien Roux):
Gregory Segala, David Pejoski, Ozren Stojanovic

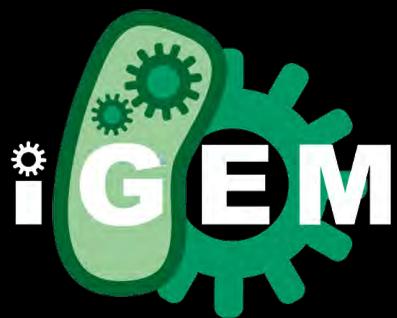


Market-relevant applications
of the **cell encapsulation** technology



First-Prize Winner 2019!!





Creator of innovation in Life Sciences

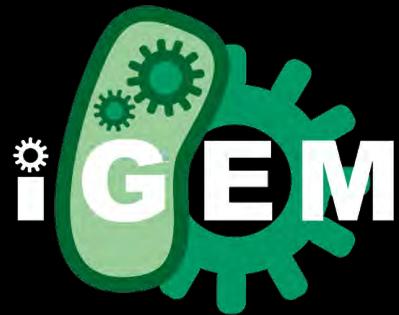
- 1) Worldwide competition in synthetic biology – Boston – 4,000 participants
- 2) To solve a society problem/unmet market need with synthetic biology
- 3) In 9 months: team creation, fundraising, design on an innovative idea, demonstration, and online publication on your website



Website of the project Fluosphere



The team iGEM Geneva 2019 in Boston



Cell encapsulation technology



Multi-tissue test systems
(Products)

- iGEM Silver Medal
- Prize of the Best idea in Life Sciences (GEW 2019)
- Innosciences Prize

2 le journal de l'UNIGE n° 167

QUOI DE NEUF

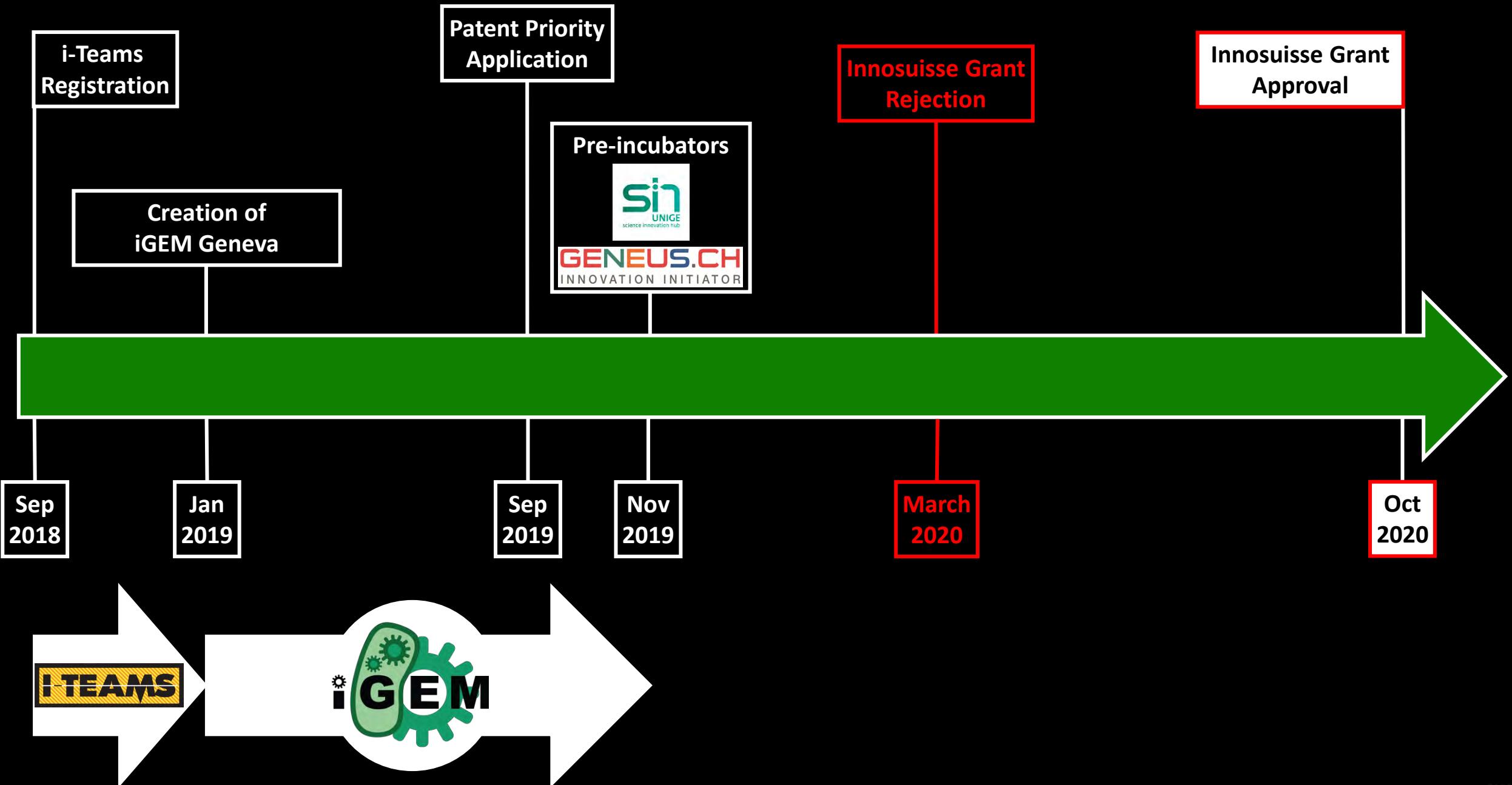
21 novembre au 12 décembre 2019

Événement

Une médaille d'argent pour l'UNIGE

Durant cinq jours, une équipe interdisciplinaire de six étudiants et étudiantes de l'UNIGE a participé au plus grand concours international de biologie synthétique – l'International Genetically Engineered Machine Foundation (iGEM) – à Boston. Elle y a remporté une médaille d'argent, avec son projet «Fluosphaera». Cette méthode, dont le fonctionnement a d'ores et déjà été démontré, permet de tester l'impact des médicaments sur différents types cellulaires en imitant les conditions physiologiques qui se produisent *in vivo*. Son développement permettrait de réduire la dépendance à l'expérimentation animale et d'accroître l'efficacité et l'exactitude du criblage des médicaments. Un brevet provisionnel a d'ailleurs été déposé sur ce projet. Il s'agissait de la première participation de l'UNIGE à l'iGEM. La compétition a rassemblé plus de 3500 jeunes chercheurs et chercheuses du monde entier. L'EPFL et l'Université de Zurich ont également été primées.

<https://2019.igem.org/Team:UniGE-Geneva>



Pre-incubators: Professional transfer to the market



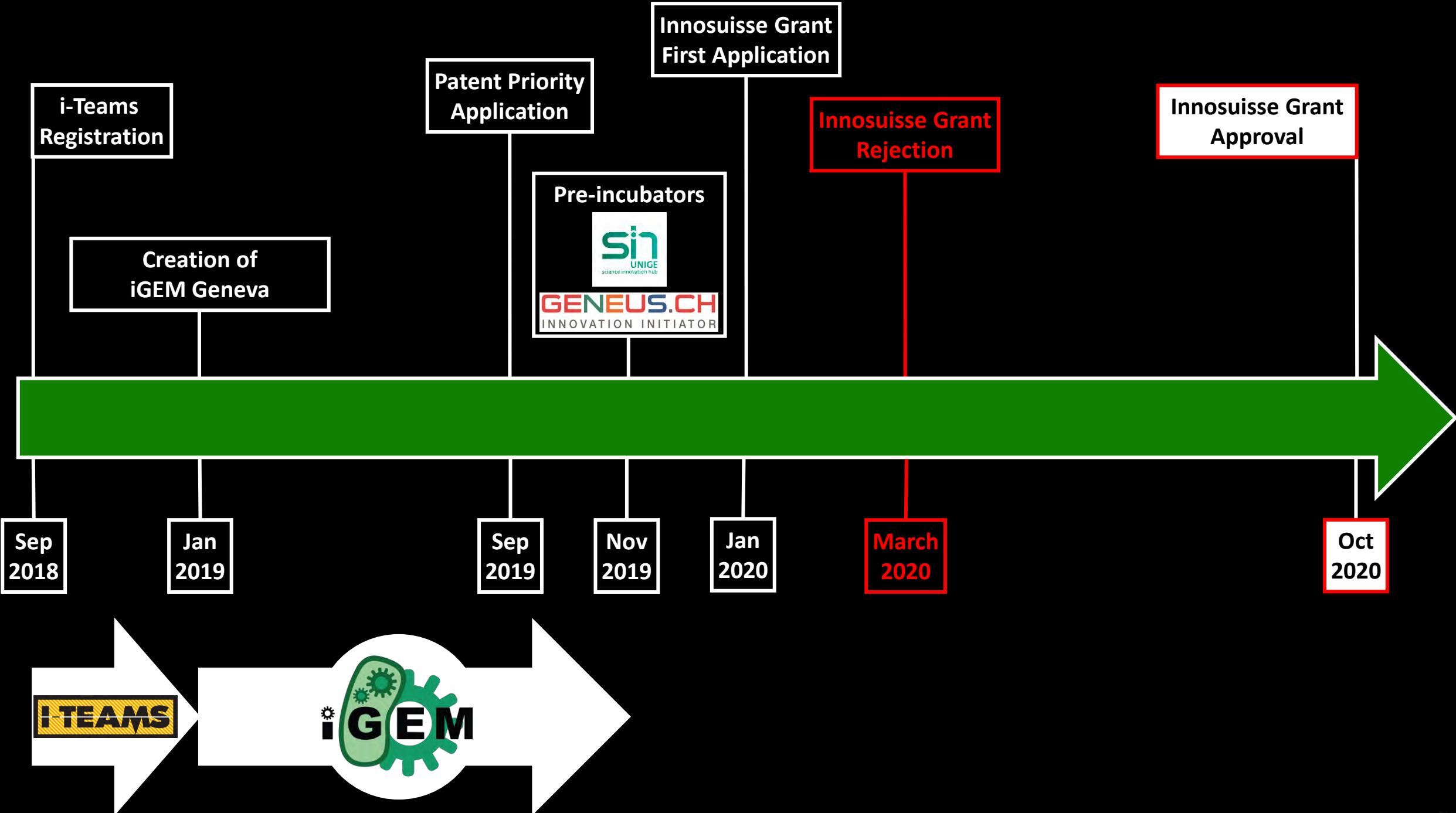
To become an independent legal entity from UniGE
+ working space
+ professors and equipment proximity

= Intermediate between academia and industry.



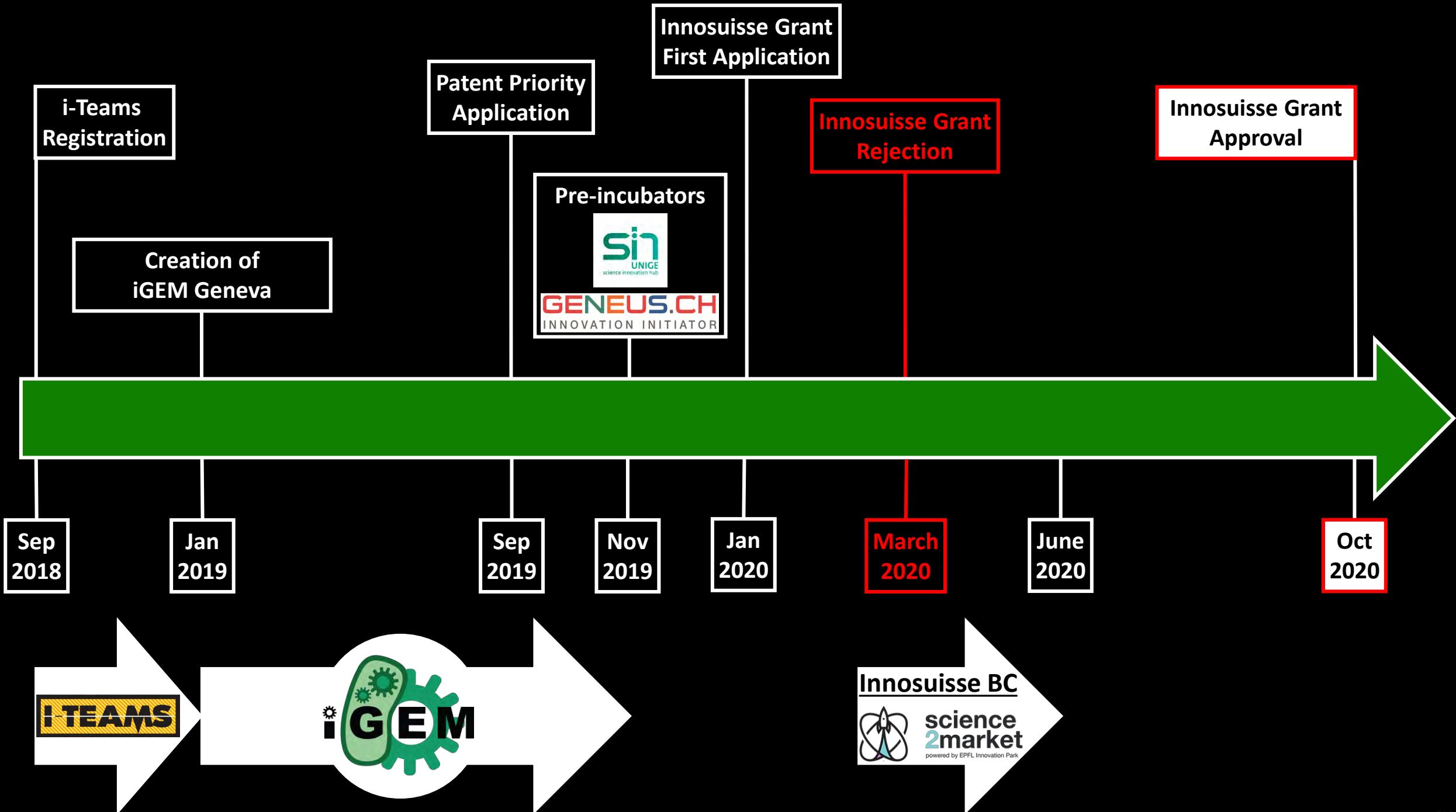
Training and coaching on your business with non-scientific experts (marketing, communications, pitch training (elevator, investor))

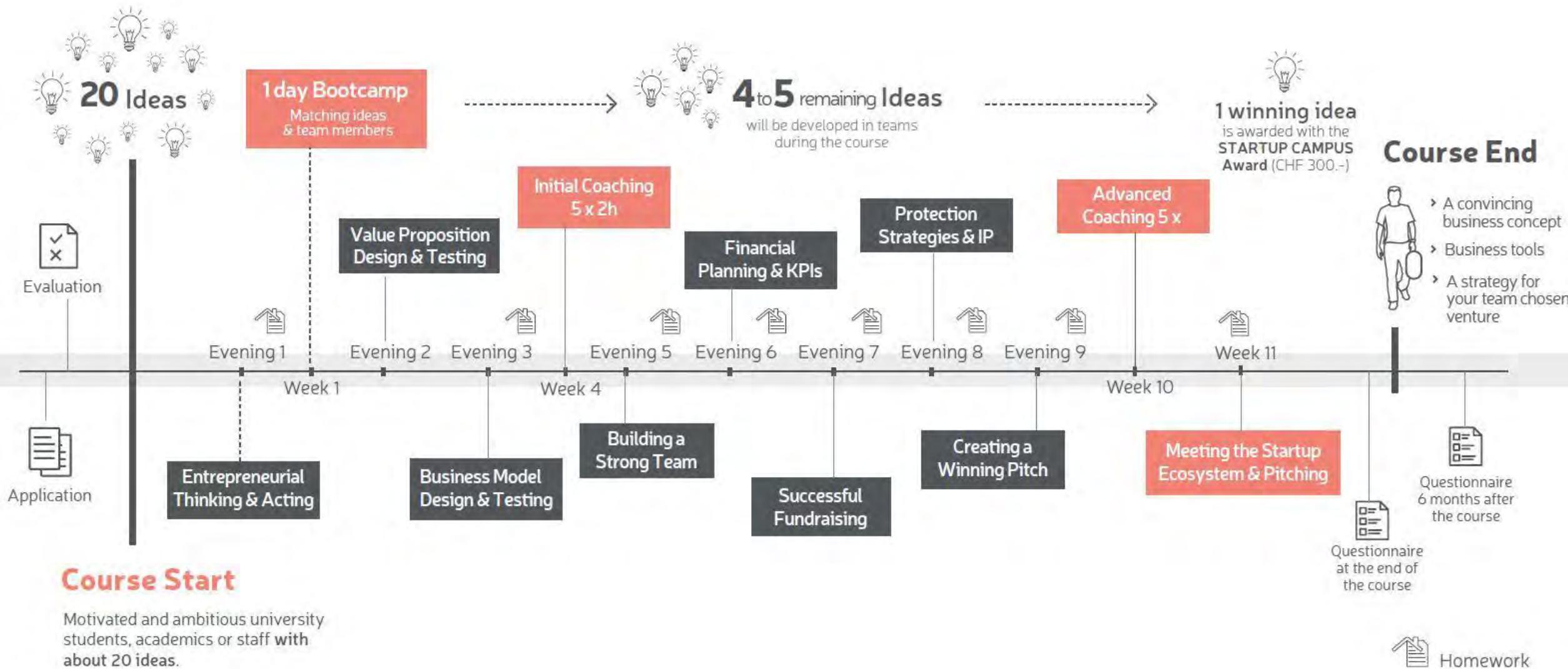
You start thinking like a start-up (implementation, financing plan, market validation, etc.)

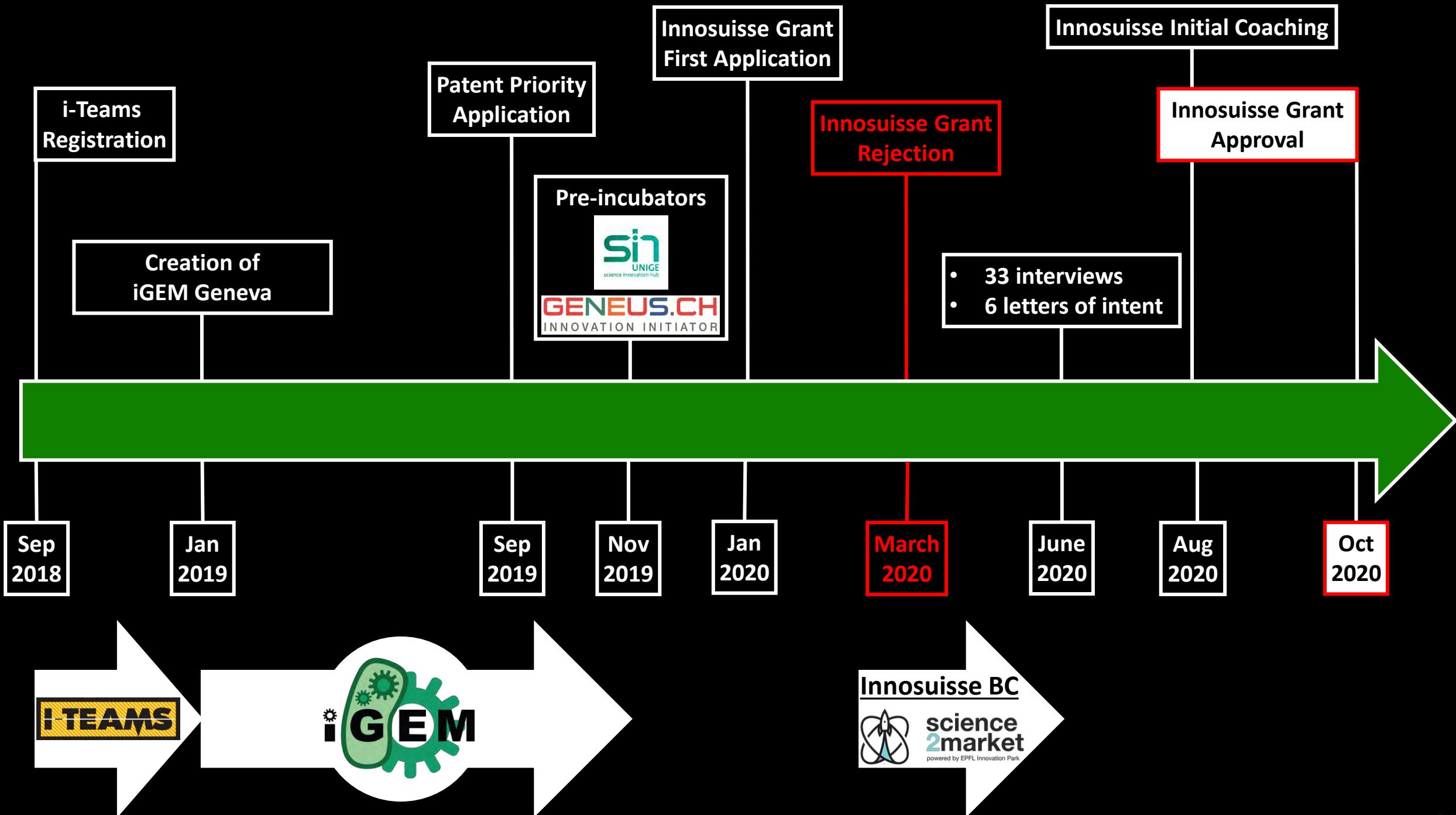


Innosuisse Grant Application (first round)









Innosuisse Initial Coaching

Bottom-up
market estimation

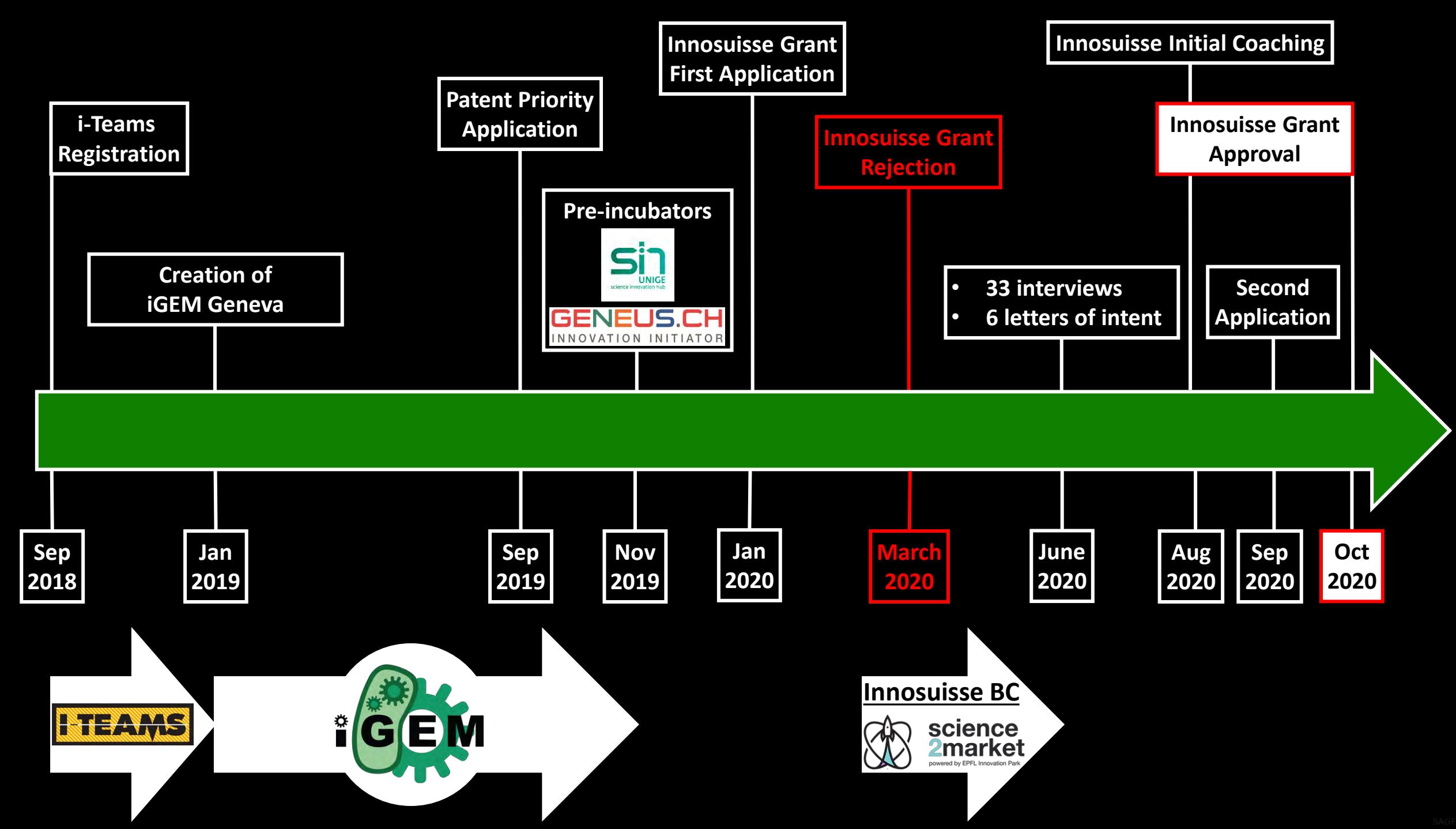
Strong
Business Plan



Pierre Comte
Harvard Business School AMP
Founder of 3 startups
Chairman of the board of directors in several companies

Complete financial
prospection

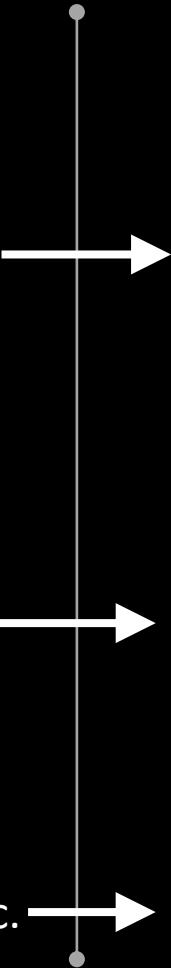
Practical advice on
management



Innosuisse Grant Application (second round)

DECISIONS FOR THE REJECTION (FIRST ROUND)

1) **Below-average innovation:** there are already other companies with similar approaches



6 letters of intent from potential customers supporting the novelty and attractivity of our product.

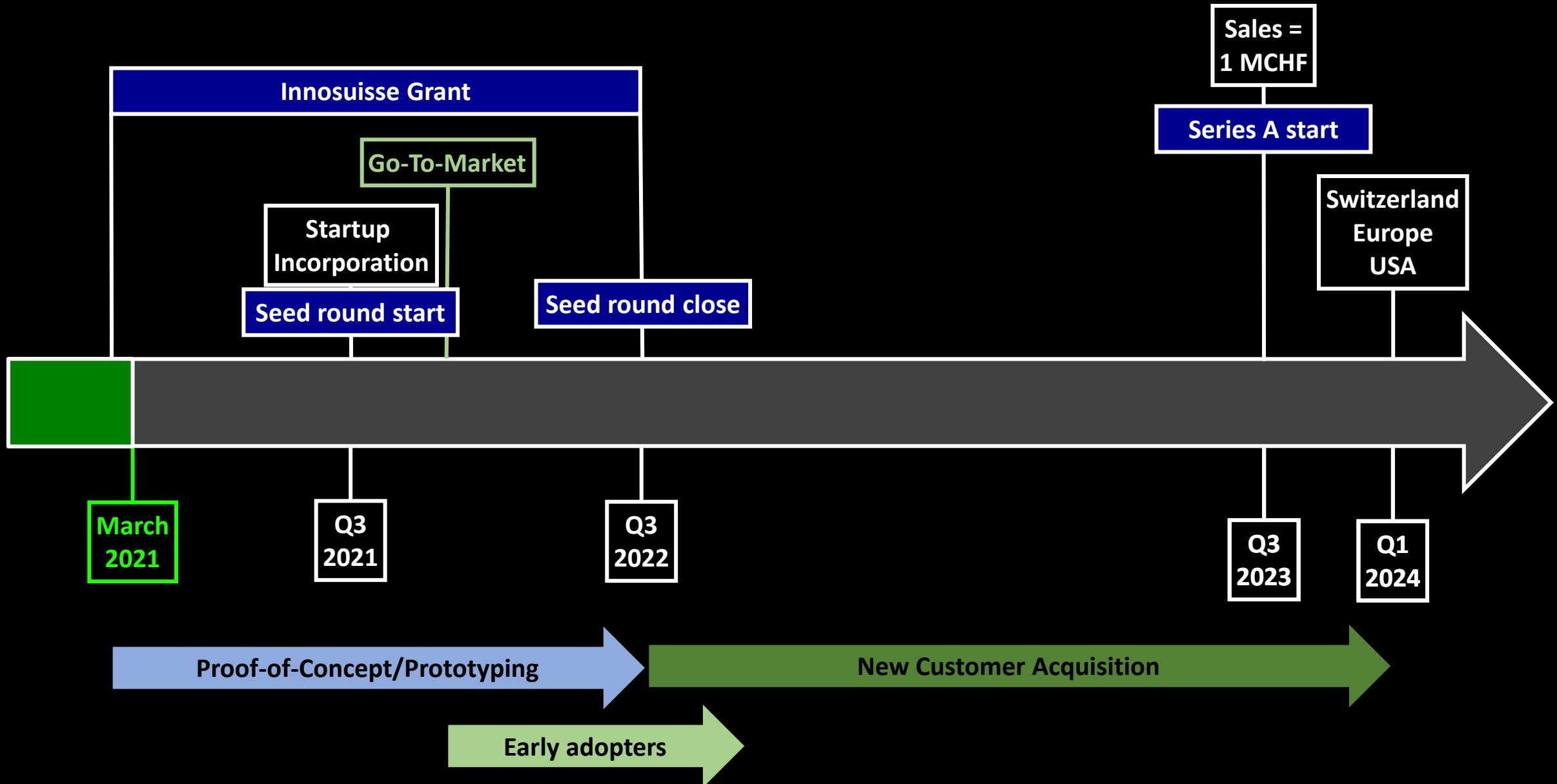
2) - Project planning too ambitious.
- Interviews of customers to refine the product are irrelevant.
- Suggestion to collaborate with a business partner.

33 interviews showing the strengths and weaknesses of our product (market validation)

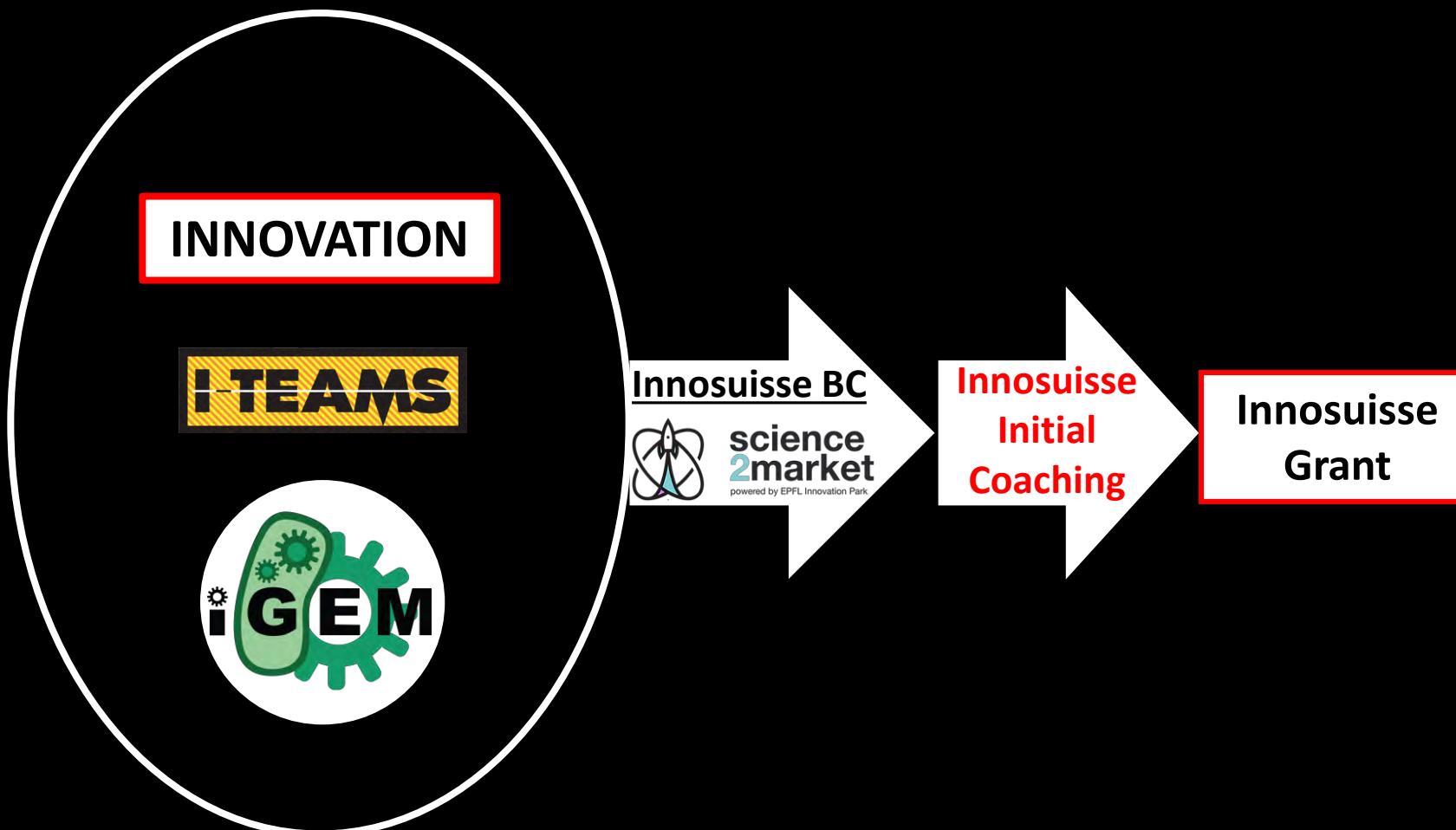
3) IP not clear = high risk. Business plan overly optimistic.

Detailed patent analysis with IPI (paid by Innosuisse)

Roadmap



Strategy before applying



Innosuisse: Guiding and Feeding Start-up Projects



Innosuisse - Swiss Innovation Agency



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



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Questions?

Where you can find us:
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Thank you for
your attention!