Photonics 4 Healthcare

Stockholm | 11-12 June 2018

Innovation Symposium

- Talks by Photonics Experts
- Partnering & Networking
- Matchmaking
- Exhibition

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EUROPEAN PHOTONICS ROADSHOW SERIES
STOCKHOLM

BROUGHT TO YOU BY EPRISE

2nd workshop of the European Photonics Roadshow series of the EPRISE EU project in cooperation with Watify and Photonics21

Venue: Stockholm. Ulriksdal Wärdshus, Ulriksdals Slottspark, 170 79 SOLNA (http://ulriksdalsvardshus.se/) .

Schedule: Start on June 11 at 09.00 – End on June 12 after lunch.

Registration now open: **https://watify-stockholm.b2match.io/** (managed by Watify)

This workshop (free of charge) will gather representatives from photonics companies, med-tech companies, end-users and researchers interested in commercialisation and a number of experts, to discuss and network around issues related to the business development of photonics companies addressing the global healthcare market.
Researchers *will learn that starting a company developing photonics technology for healthcare is in fact not necessarily an insurmountable obstacle.*
Integrators *will meet early stage photonics SMEs willing to team up with a facilitating partner.*
SMEs *will add tip-offs to their toolbox via expert support.*
End-users *will find improved high-tech solutions based on photonics technology.*
This workshop will not only discuss what types of financing are required to cross the Valley of Death and where to find it, but also how to most efficiently use it for teaming up with the right partners, building the right team and e.g. coping with clinical tests.

Experts confirmed (one more to come from the UK)

- **Prof. Juergen Popp**, Leibniz Institute of Photonic Technology Jena, Institute of Physical Chemistry & Abbe-Center of Photonics, Friedrich-Schiller University and InfectoGnostics Research Campus, Jena, Germany. J. Popp is also WG3 Chair of Photonics21.
- **Iris Öhrn**, advisor at Business Region Gothenburg, MBA Biotechnology, member of the Jury of top experts that pick market-creating innovations for EU funding under the SME Instrument programme.
- **Dr. Thierry Robin**, TEMATYS, Partner, Paris, France. TEMATYS provides an advanced marketing expertise dedicated to photonic products ands its application markets.
- **Dr. Dirk Voelkel**, CTO GE Healthcare Life Sciences AB, Uppsala, Sweden. Collaboration with large healthcare companies.
- **Dr. Ruth Houbertz,** CEO & Manag. Dir. of Multiphoton Optics GmbH, Würzburg, Germany. Innovation/best teams/tech. transfer.
- **Edward Schneider**, CEO of Quan Fund, Geneva, Switzerland. VC financing for KETs-based products.
- **Dr. Raoul Stubbe**, Business Coach at Stockholm Innovation and Growth (STING) and co-founder of Single Technologies AB, Stockholm, Sweden.
- **Dr Ian McCabe**, NCLA, School of Physics, NUI Galway, Ireland. Value-Chain Analysis techniques.

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The Venue by the Sea - Ulrikdals Wärdshus

The Boat – M/S Strömma Kanal

Draft Programme:

June 11:

09.00 – 09.30: Registration, Coffee and Exhibition

09.30 – 10.40: Welcome - Introduction

EPRISE – Empowering Photonics through Regional Innovation Strategies in Europe
Watify – Boosting Technical Transformation
Smart Specialisation Strategies of the Stockholm Region
PhotonicSweden – The Portal of the Swedish Photonics

10.40 – 11.10: Key-note presentation by Prof. Juergen Popp, Advancing Photonics for Health Care in Europe

Coffee Break

11.30 – 12.30: Tutorials by Experts:

- Thierry Robin from Tematys will present the market perspectives of photonics for healthcare (30 min)
- Edward Schneider from Quan Fund will give a picture of the Venture Capital financing of KETs-based products (15 min)
- Ian McCabe from NUI Galway will describe a powerful Value Chain Analysis technique (15 min)

Lunch

14.00 – 15.30: Pitch Session for Photonics Actors and End-Users

Coffee break

16.00 – 18.30: Match-Making Session and networking

19.00 – 21.30: Boat Trip and Dinner

June 12:

09.30 – 11.00: Financing (Go-to-Market Session 1)

11.15 – 12.45: Customers and Business development (Go-to-Market Session 2)

12.45 – 13.00: Closing Remarks

Different ways of being extra visible:

For companies, end-users, integrators and academics:

- Present your offer/research/needs during the pitch session on June 11.
- Be part of the match-making session and have your profile well visible in advance.

The company representatives willing to be an active component of the Go-to-market sessions are requested to contact pierre@photonicsweden.org as soon as possible!

First in first served! The workshop has a space for about 80 attendees but not everyone can make a presentation during the pitch session and only 8 to 10 companies can be highlighted in the Go2Market sessions!

Themes of the Go-to-Market Sessions (June 12)

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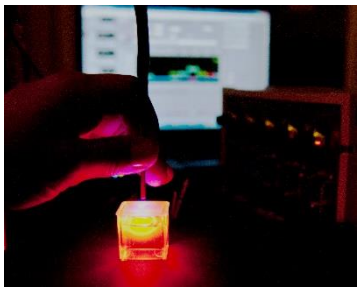
- **Financing schemes** for the development of photonics companies (addressing the medical markets). What's specific for "Photonics for health" in this matter?
  - Bank loans
  - Public Project financing
  - Venture Capital. Where are the VCs interested in hardware products for health?
  - Emission of shares
  - Acquisition by another company
  - Consolidations
  - Sales…
- **Business development:**
  - Business plans
  - Value chain analysis – gap analysis
  - Find the link to end-users via integrating medtech companies
  - Find the right partners, e.g. teaming up with a large company or a research and technology organisation
  - Find the right team
  - Role of incubators
  - Clinical tests
  - Decrease healthcare and prevention costs but get paid
- **Focus on customers**
  - Market analysis (trends).
  - How to find customers' needs.
  - How to overcome potential customers' conservatism.
  - Internationalisation.



Key-note presentation by Prof. Juergen Popp [a,b,c,d]:
[a] Leibniz Institute of Photonic Technology Jena, Germany, [b] Institute of Physical Chemistry & Abbe-Center of Photonics, Friedrich-Schiller University Jena, Germany, [c] InfectoGnostics Research Campus Jena, Germany, [d] Photonics21 Executive member - WG3 Chair.

"Advancing Photonics for Health Care in Europe"

Abstract
Biophotonics is both, a vibrant research area and a market on the rise with two-digit growth rates. As a research area, Biophotonics encompasses all light-based technologies from the Terahertz to the X-ray spectral region used to diagnose and improve the health status and well-being. Due to the broadness of the field and its complexity, the effective transfer of excellent research into marketable products remains a big challenge. Public-private partnerships on the European as well as on the regional level, like the Photonics21 PPP and the Research Campus InfectoGnostics, are initiatives which support the research transfer process from ideas into marketable products.
In my presentation, I will introduce the Photonics21 PPP and the present status of its initiative to shape the photonics and, in particular, the "Life Science and Health" part of the upcoming Framework Programme 9. Furthermore, I will focus on how InfectoGnostics works towards bringing excellent research from the lab onto the market and into the clinics with a comprehensive and strategic approach that combines all expertise in medical fields with the latest technological developments. This kind of partnerships can serve as a role model for innovation hubs in the field of photonics at the interface between academic research and industrial application.

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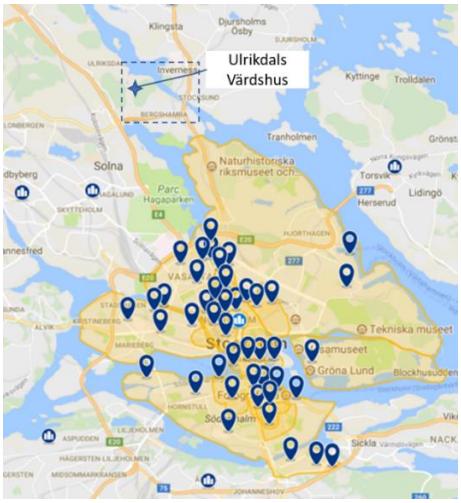
Practical information

How to get to Stockholm from abroad:

- There are two airports in Stockholm:
  - The main airport is Arlanda where almost all companies operate. It is situated at about 40 km from the centre and you can take a train (about 25 Euros), a bus (about 10 Euros) or a taxi (from about 40 Euros).
  - Bromma airport which is only about 6 km from the centre. Only Brussels airlines, BRA, Finnair and British Airways operate to and from this airport.
  - If you take a train or a boat you will probably have to spend at least a night…
- Hotels and of the workshop venue:
  - Hotels are unfortunately rather expensive in Sweden. Nevertheless, we strongly recommend you choose a hotel in the real centre of Stockholm (see the map below the region in yellow-green and yellow).

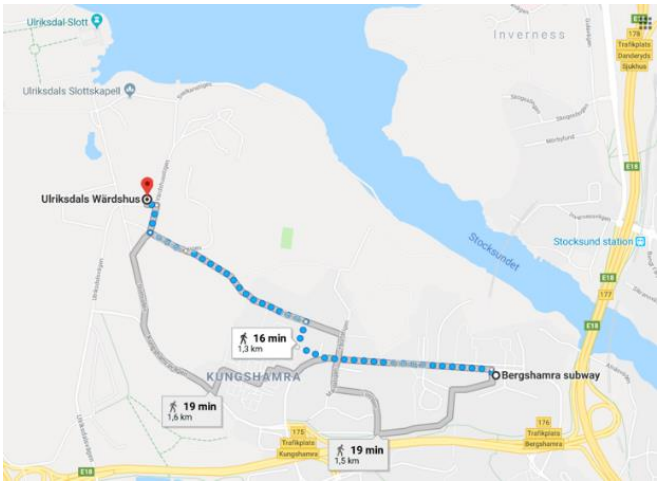


The venue of the workshop is Ulrikdals Värdshus. On this map you see some of the hotels (with a rate between 50 to 150 Euros per night). There is one hotel at walking distance from the workshop venue but slightly more expensive: The Winery Hotel (1,3 km).

The best way to reach te workshop venue is to take the subway, the red line towards Mörby Centrum and stop at the Bergshamra subway station. There you can either walk mostly in the forest for 1,3 km (about 15 minutes) or take a bus (number 503 towards Ulriksdal station) and it will take you only 5 minutes (changing time 5 minutes). It takes only 11 minutes between the central station and Bergshamra so the total time subway and bus is 21 minutes from the central station.

An alternative is to take the commuter train from Odenplan or the central station towards Uppsala or Märsta, stop at Ulriksdal station. The trip with the train will take you only a few minutes but the walk is longer, about 1,9 km and not as pleasant as from Bergshamra station. Also the subway is distributed in the whole centre of Stockholm so it is more likely that your hotel will be close to a subway station than from the central station.

Enjoy your morning walks!



Beware of the midnight light if you need complete darkness to sleep!...

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Our experts

Prof. Juergen Popp studied chemistry at the universities of Erlangen and Würzburg. After his PhD in Chemistry he joined Yale University for postdoctoral work. He subsequently returned to Würzburg University where he finished his habilitation in 2002. Since 2002 he holds a chair for Physical Chemistry at the Friedrich-Schiller University Jena. Since 2006 he is also the scientific director of the Leibniz Institute of Photonic Technology, Jena. His research interests are mainly concerned with biophotonics. In particular his expertise in the development and application of innovative Raman techniques for biomedical diagnosis should be emphasized. He has published more than 750 journal papers and has been named as an inventor on 12 patents. He is Editor-in-Chief of the Journal of Biophotonics. In 2012, he received an honorary doctoral degree from Babeş-Bolyai University in Cluj-Napoca, Romania. Professor Jürgen Popp is the recipient of the 2013 Robert Kellner Lecture Award and the prestigious 2016 Pittsburgh Spectroscopy Award. In 2016 he was elected to the American Institute for Medical and Biological Engineering (AIMBE) College of Fellows.

Dr. Thierry Robin has over 20 years' experience in both technical innovation and marketing in the photonics industry, running more than fifty projects in optics and photonics with prominent players in defense and security, biomedical optics, and industry.
Thierry is a Founder and Partner of TEMATYS, a company providing a range of services in the fields of Optics, Photonics and Sensors: Market studies and reports, Technology transfer, Scouting & assessment, Strategy and Business development. TEMATYS has more than 120 customers in 15 countries.
Thierry graduated from the Ecole Polytechnique, Paris (France). He holds a master's degree from Ecole Normale Supérieure, Paris (France) and a PhD from the Physics Center of Ecole Polytechnique.

Dr. Dirk Voelkel, Chief Technology Officer, Innovation and Analytics Life Science joined GE Healthcare Life Sciences in July 2012. In his role he manages the R&D and technology portfolio of GE Life Sciences and Life Science innovation activities. Previously, Dr. Voelkel headed the Research and Technology department in Roche Diagnostics Diabetes Care Mannheim, developing new technologies to address the needs of diabetic patients world wide. In prior roles he was a technology scout in the San Francisco bay area and a project leader in R&D, developing systems for glucose monitoring. Before joining industry, Dr. Voelkel was a researcher at the Max-Planck-Institut for Fluid Dynamics in Göttingen, Germany and Sandia National Laboratories, Livermore, CA. He received a doctorate and diploma for Physics of the University of Göttingen.

Dr. Raoul Stubbe, Stockholm Innovation and Growth (Sting) and co-founder of Single Technologies, Stockholm, Sweden. Expertise in evaluating the scalability of new technologies and their applicability in a business context. Raoul Stubbe's focus is to coach ambitious start-up companies, mainly within the deep tech sector, increasing their likelihood of success and shortening their time to market. As one of now 10 coaches at the incubator Stockholm Innovation & Growth (Sting), he has for over 10 years being part of a process churning out more than 250 startups. He started Proximion Fiber Optics in 1998, was first CEO, then CTO, and built up a VC-financed export company (now part of Hexatronic, a NASDAQ listed company). Before that, he worked at the research institute RISE Acreo doing research on contract basis with industry partners.

Iris Öhrn, advisor at Business Gothenburg Region has over 15 years of experience as a life science professional working in an international environment with matters related to scientific research, intellectual property, regulation, sales and financing. She has been working during the last five years as an Investment Advisor for life science and healthcare at Business Region Göteborg. Iris is involved in several national and international organizations either as expert or as a member of the board. For instance, she is the vice-chairman of ScanBalt, a Scandinavian and Baltic mega-region that has become one of Northern Europe's leading accelerators for inter-regional cooperation for health and bioeconomy.

Dr Ian McCabe, NCLA, School of Physics, NUI Galway, Ireland. Value-Chain Analysis techniques.
Ian Mc Cabe of the National Centre for Laser Applications (NCLA), a part of the School of Physics at the National University of Ireland Galway (NUIG), has co-developed a novel Value Chain Analysis technique specifically targeted at companies using photonics for new fields of application. The Analysis focuses on the new Product and its downstream applications, mapping out the stakeholders in a systematic approach.Ian has a Masters degree in Physics and a PhD in Biomedical Engineering from Syracuse University. Ian is Project Manager for the AtlanticKETMed regional innovation action promoting Key Enabling Technologies for Medical technology in the EU Atlantic Regions.

Dr. Ruth Houbertz. Physicist, Multiphoton Optics GmbH founder, CEO & Managing Director since 2014, in 2013 CTO. From 2000-2012, different management positions at Fraunhofer ISC. Worked at Sandia Nat.'l Labs in Livermore (USA) in 1999/2000. Solid background in hard- and software, processes, materials. Invented more than 100 patents, evaluator and referee. Nominee for the Best of Industry Award 2018 (Additive Manufacturing), Nominee of the PIC Award 2018 (Photonic Integration), Finalist in the Prism Award 2015 and 2017, Gründerpreis 2016, Cowin Award of Entrepreneurship 2014, Green Photonics Award 2013 Optical Communication, Fraunhofer Award in 2007 among others. Active member in EPIC, IEEE, VDI, Bayern Photonics, OSA/OIDA, SPIE Senior Member, Session Chair at Photonics West, Industrial Photonics and Women in Optics Panels, invited keynotes and talks at international conferences, workshops, and exhibitions.

Edward Schneider is the general partner of Quan Management LLC, and more recently, Oralad Management AB. He has 30 years of investment experience, including 22 years managing technology funds in both quoted equities and venture capital. Prior to founding Quan Management in 2000, Mr. Schneider was a Geneva-based fund manager for Lloyds TSB Bank, where he managed equity mutual funds as well as an external venture capital portfolio. Mr. Schneider holds a CFA designation, IEEE membership, MBA from Thunderbird and BA from Emory University.

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