

BIOENTREPRENEURSHIP LABORATORY

1. Brief description of the idea/product.
2. Potential partners and their contribution: production model (self-production/subcontractor?).
3. First considerations: legal problems, needs for human capital, capacities, etc.
4. First financial considerations: duration of the action, initial budget estimation, source, etc.
5. Identification of first “next” steps: determination of cost/price, etc.
6. Market options: existing product in a new market/new product in an existing market?
7. Marketing strategy: dynamic/conservative? Means (social media, tv, participation in expositions/congresses, leaflets, etc)?

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Value Proposition/Business Model Design

1. What do we offer?
2. Which are the target consumer groups?
3. Which are the most appropriate ways of communication (workshops, social media, webpage, etc)?
4. Which are my partners (technology transfers, subcontractors)?
5. Which is my estimated income?
6. Which are my estimated costs (partners costs, infrastructure costs, etc)?
7. Is my model sustainable?
8. What do my customers expect? For example, to distinguish, to develop innovative products, to develop products with health effects, etc
9. What are my customers' fears?
10. Which products my customers offer?