

Desafía

Boston

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Richi  
Entrepreneurs

by  
Richi Childhood  
Cancer Foundation

# A Fast-Track Immersion Program for Spanish Biotechs in Boston's Lifesciences Ecosystem

October 11th - 31st 2024

Apply by September 5th



**ICEX** España  
Exportación  
e Inversiones

**TR** Plan de Recuperación,  
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# WHAT

During a two-week immersion program in Boston, selected Spanish biotech companies **connect and initiate meaningful relationships** with Boston's key stakeholders—investors, market players, advisors, industry experts, and institutions—while **fine-tuning your company's strategy**.

# WHY BOSTON

## Home to World-Class Healthcare Institutions

These institutions attract top medical professionals, researchers, and experts in various fields, contributing to the wealth of knowledge and expertise in the life science industry.

## Strong Academic and Research Environment

The city is renowned for its universities and research institutions, such as Harvard and MIT, fostering a culture of innovation, driving advancements in healthcare research.

## Access to Funding Opportunities

Boston offers access to a wide range of funding opportunities for companies through investors, government grants, and philanthropic foundations, enabling them to drive meaningful impact.



# WHY BOSTON

## Thriving Biotech and MedTech & Digital Health Ecosystem

Boston has a vibrant biotechnology and medical technology ecosystem, focused on developing innovative solutions for patient care, leading to the rapid development of cutting-edge therapies and technology.

# +\$8.72B

Investment in venture capital funding in the life sciences industry in 2022. **+\$3.7B** in the first half of 2023.

# +1,800

Biotech/pharma companies operating in the state of Massachusetts, most of them concentrated in the Boston Greater Area.

# +50

Hospitals, including renowned institutions such as Mass General Hospital, Brigham and Women's Hospital, and Boston Children's Hospital.

# +114,000

People working currently in the industry, with the majority of the jobs located in the Boston area.

# WHY BOSTON

## Very Robust Nonprofit Sector

Numerous patient associations, advocacy groups, and foundations operate in the city, actively working towards improving patient outcomes, influencing healthcare policies, providing support and partnering with to companies.

# +\$8B

Charitable giving donated in a recent year to all kind of nonprofit organizations based in the state of Massachusetts.

# +\$95B

Total revenue generated by the nonprofit sector in a recent year.

# +33,000

Nonprofit organizations registered in Massachusetts, including patient associations.

# +150,000

Individuals employed by the nonprofit sector in Massachusetts.

# DELIVERABLES

## Enhanced Capabilities

Spanish companies will gain valuable knowledge, skills, and insights to enhance their capabilities in areas such as business development, fundraising, market analysis, and strategic planning.

## Expanded Networks

Participants will establish meaningful connections with influential stakeholders in Boston's innovation ecosystem, opening doors to potential collaborations, investments, and market access.

## Accelerated Growth

By leveraging the resources and expertise available in Boston, Spanish companies will accelerate their growth trajectory, leading to increased competitiveness and market opportunities.

# SESSIONS

## Welcome to Boston

Setting the stage for participants, providing them with a warm introduction to the vibrant innovation ecosystem of Boston, highlighting key players, industry trends, and opportunities available.

## How to Conduct Effective Outreach in the US

Insights and strategies for approaching stakeholders in Boston's innovation ecosystem, addressing cultural aspects and best practices for initiating conversations and building relationships.

## Preparing your pitch for US Audience

Interactive session where participants pitch their projects in 5 minutes, receiving feedback. It guides participants in creating and delivering effective pitches tailored for a US audience, emphasizing the importance of a compelling core story beyond the investor deck and elevator pitch.

# SESSIONS

## Entrepreneurial Negotiation Workshop

Lectures, discussions, and experiential learning led by a Harvard and MIT lecturer. Participants gain valuable negotiation skills through demos, exercises, and role-plays.

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## MassBio - World's Leading Life Sciences Supercluster

Insights into why Boston is recognized as the world's leading life sciences ecosystem. Participants will discover how their businesses can maximize the benefits of this supercluster and capitalize on the opportunities it presents.

## Healthcare System and Reimbursement in the US

Understanding of the intricacies of the US healthcare system and reimbursement landscape. This session explores key aspects of the system, including reimbursement models, regulations, and market dynamics.

# SESSIONS

## Founder Stories | Transition to the US

Interactive sessions with successful founders who have transitioned their ventures to the US.

Participants will hear firsthand stories and insights about the challenges, opportunities, and lessons learned during the process.

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## 10 Key Factors to Successfully Launch in the US

Essential tips and insights for a successful market entry. Led by an experienced accelerator assisting foreign startups, this session covers crucial considerations when landing in the US, offering practical guidance for launching in the region.

## Legal Insights to Establish in the US

Concise legal guidance for preparing a company to establish a presence in the United States.

# SESSIONS

## Office Hours | Industry & Business Experts

Companies have several 20-minute meetings with experts who provide feedback and advice on their strategy, including hypotheses validation, road to market, business strategy, clinical trials, reimbursement, and more.

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## Building your US Investor Deck

Guidance on creating a compelling investor deck for the US market. Participants will learn strategies to highlight key elements and attract US investors, including market potential, competition analysis, business model, and financial projections.

## Investor Fireside Chats

Engaging discussions with experienced US investors. Participants will gain valuable insights into the investor's perspective, investment strategies, and trends in the biotech, med-tech, and digital health sectors.

# SESSIONS

## Health Industry Regulation

Key aspects of healthcare regulations, compliance requirements, and industry standards, providing participants with valuable insights into the regulatory landscape.

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## Business Development in the US

Strategies for non-US based companies to commercialize, expand internationally, and market breakthrough innovations in the US. Participants gain insights on the best approaches and navigating the unique dynamics of the US market.

## Immigration Regulation in the US

Insights into the immigration regulations in the United States. This session covers key aspects of immigration law, visa requirements, and processes for individuals and companies.

# SESSIONS

## How to Raise Non-dilutive Funds in the US

Guidance on securing non-dilutive funding in the United States. Participants will learn strategies, tips, and best practices for accessing grants, government funding, and other non-equity sources of financing.

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## Alternative Fundraising Resources | Case Study

Non-traditional fundraising avenues for startups through collaborations with foundations. Participants will delve into a case study highlighting successful partnerships between foundations and startups.

## Office Hours | Meet the Investors

startups have several 20-minute meetings with investors to present their ventures, receive feedback, explore investment opportunities, and build relationships.

# SESSIONS

## Office Hours | FDA Regulation

One-on-one meetings to address the specific regulatory needs of startups. Participants can discuss their individual cases and receive guidance on FDA regulations and compliance.

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## Boston Accelerators & Incubators

Insights and tours into the various accelerators and incubators available in Boston. Participants will learn about the different programs, resources, and support offered by these organizations to foster the growth and development of startups.

## Networking Events

Opportunities to connect, collaborate, and build relationships with industry peers, experts, investors, and key stakeholders within Boston's innovation ecosystem.

# SESSIONS

## TOAST TO IMPACT | Final Pitches

Marks the culmination of the program, where participants deliver their final pitches in a celebratory atmosphere to a diverse audience, including investors, mentors, and industry experts.

## Participants' Action Plan Presentation & Wrap UP

Companies to present their action plans, outlining the strategic steps they intend to take after the program. Participants will have 12 minutes to share their vision, goals, and key initiatives to further develop and advance their ventures.

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# See You in Boston!



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