



BARCELONA · MADRID · VALENCIA

GENESIS CEO Academy 2025

Deck and Program introduction

June 2025

Please contact us at:

Baldri Reixac 4, 08028 Barcelona
Velázquez 34, 28001 Madrid
Travesía 15E, 46024 Valencia
contact@genesis-biomed.eu
+34 93 403 58 53



1

GENESIS CEO Academy at a glance

01 GENESIS CEO Academy at a glance

Executive summary of the Program



A program addressed to biomedical project leaders:

- ▶ Researchers with an entrepreneurial spirit and in the pre-foundation phase.
- ▶ First-time CEO of start-up and spin-off projects with TRL up to 5.



GENESIS CEO Academy main features:

- ▶ An ONLINE training program in soft skills needed in your role as CEO.
- ▶ Which will include theoretical sessions, mentoring and peer learning with established CEOs.
- ▶ All training sessions conducted by GENESIS Biomed CEO and Managing team.
- ▶ Each participant will be assigned a mentor from the GENESIS Managing team throughout the program.
- ▶ With a duration of 4 months (September – December).
- ▶ Which will culminate with the presentation of your pitch deck at the GENESIS Investor Day.
- ▶ With the chance to win 2 prizes worth €5,000 (Winner and Finalist).
- ▶ All participants will have access to the entire GENESIS Biomed network, made up of more than 200 healthcare institutions at the international level.

What are the next steps :



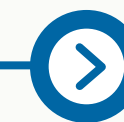
Complete the registration form at this link: <https://es.surveymonkey.com/r/F3V72Q3> with deadline July 18th.



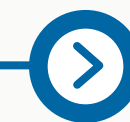
The evaluation committee will select the 10 participating projects in 2025.



Evaluation criteria will be based in CEO profile and project robustness.



Signing of the participation commitment agreement and payment of registration (€2,500).



Program start: September 9.



01 GENESIS CEO Academy at a glance

Program and Calendar

Date	Session - Duration	Topic
17/06	Opening of the registration process	
18/07	Closing of the registration process	
25/07	Communication of accepted projects	
09/09	Session 0 – 1h/participant	Diagnostic and gap analysis for each participant. Delivery of a customized roadmap and work plan.
16/09	Session 1 – 3h all	Introduction. Good practices in entrepreneurship in healthcare.
23/09	Session 2 – 3h all	The human team. Negotiation with investors.
30/09	Session 3 – 3h all	Regulatory in pharma and biotech.
14/10	Session 4 – 3h all	Regulatory in medtech , diagnostics and digital.
21/10	Session 5 – 3h all	Intellectual Property Strategy.
28/10	Session 6 – 3h all	Business models and financing.
04/11	Session 7 – 3h all	Current legal framework. Main contracts to consider.
11/11	Session 8 – 3h all	Roundtable with established CEOs. Peer learning, moderated by GENESIS Biomed CEO.
18/11	Session 9 – 1h/participant	Mock pitch. Review of each participant's pitch deck.
02/12	Session 10 – 4h all	GENESIS Investor Day: Pitch deck presentation to a venture capital panel. Two €5,000 prizes awarded.
19/12	Deliverables prepared by GENESIS Biomed and valued at €2,500 for Winner and Finalist.	

All training sessions conducted by GENESIS Biomed CEO and Managing team. Each participant will be assigned a mentor from the GENESIS Managing team throughout the program



01 GENESIS CEO Academy at a glance

Required Information for Registration

To complete the registration form, please have the following details ready:

- ▶ Contact information
- ▶ Project/Company Short pitch (up to 3500 characters)
- ▶ Innovation Technology Readiness Level (TRL)
- ▶ LinkedIn profile link
- ▶ Short pitch deck (PDF or DOC/DOCX; up to 16MB). The deck should ideally include: Project description, Target Unmet need(s), Scientific or technical background behind, Market analysis and competitors, IP status or freedom to operate (if applicable), Development stage and regulatory roadmap, Team (if any), Business model, Funding raised or required.

Leading team: GENESIS Biomed CEO and all Managing team



Josep Lluís Falcó
Managing partner & CEO
Chemist PhD, MBA



Natalia de la Figuera
Managing partner & COO
Chemist PhD, MPM



Joan Carles Fernández
Planning Director
Pharmacist PhD



Jordi Ortiz
Quality Director
Chemist



Mireia Samitier
Knowledge M. Director
Biologist

€ 01 GENESIS CEO Academy at a glance
Cost structure and final prizes

What is the cost of this Program:

All costs are fully covered by GENESIS Biomed. No sponsorships. No external funding.

Each participant will only need to provide a ticket of €2,500



What are the prizes obtained at the end of the program:

Of the 10 participants, 2 will receive a prize valued at €5,000 (Winner and Finalist)

These €5,000 will be distributed as follows:

2.500 € in cash

2.500 € in kind

The GENESIS Biomed team will carry out a consulting deliverable valued at €2,500 corresponding to said in-kind prize (market research, competitor analysis, comparable deals , etc.) to be agreed upon with each winner.

2

GENESIS Biomed Added Value

02 GENESIS Biomed Added Value

Who are we?

GENESIS Biomed is a consultancy firm in the biomedical healthcare sector specialized in providing consulting services in the genesis and first phases of lifecycle of biomedical public and private institutions, companies and investors.

Based in our expertise we help entrepreneurs and researchers to shape their business plan and we support them in the private fundraising process. We have raised 80 M€ in the last years in 21 rounds.

We are Associate Partner at EIT Health and we are engaged to 27 EU projects with TOP EU institutions: H2020, Horizon Europe, EIT Health and EIT Digital.

Our expertise domains are biopharmaceutical, biotechnological, medical devices, in vitro diagnostic, digital health, artificial intelligence, nutraceutical and cosmetic. With more than 25 years of expertise in the healthcare sector, we are born in May 2017 and we are headquartered in the Barcelona Science Park, and also with company sites in Madrid center and at La Marina in Valencia.

In addition, the company manages GENESIS Tech Transfer Boost and GENESIS Ventures, two investment vehicles sized in 1M and 2,5M€ each, aimed for pre-seed investments in early stage research projects in the biomedical field, to accelerate their development and reach key value milestones earlier and faster, to attract a first round of investment from other venture funds.



02 GENESIS Biomed Added Value

Our locations: Barcelona, Madrid and Valencia

Madrid
Madrid Office
Calle de Velázquez, 34
28001 Madrid



Barcelona

GENESIS Biomed HQ
Barcelona Science Park, Tower I
Baldri Reixac 4,
08028 Barcelona



Valencia

Valencia Office
Travesía 15E,
46024 Valencia



02 GENESIS Biomed Added Value

Our portfolio of services



Business Plan

Preparation of business plans for spin-off or start-up companies, taking into account market, positioning, regulatory, development, IP, team and financials.



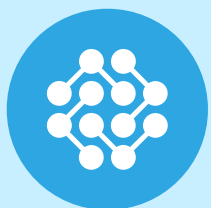
Market Analysis

Preparation of market and competitors analysis using robust databases, knowledge management tools and fieldwork (interviews and focus groups). Benchmarking.



Investment Analysis & Company valuation

Support to Family Offices and Venture Capital firms in their analysis of investment opportunities, including Company Valuation.



Tech-Transfer Support

For Public and Private Institutions: Support in the Spin-off or Start-up process creation, including the preparation of all materials for Board of Trustees.



Private Fundraising

Definition of the fundraising strategy. Selection of private investors among a wide personal network and assistance in the fundraising and negotiation. Due Diligence.



Regulatory & Development Plan

Preparation of regulatory roadmaps including regulatory strategy and development plans for biopharma, medtech, diagnostic, nutraceutical and cosmetic.



Business Development

For companies and research centres. In-licensing and out-licensing activities, offering a well established BD methodology built in the last years + wide network of contacts.



Strategic Plan

Preparation of strategic plans for research centres and companies, including internal/external diagnostic, vision, strategic objectives and action plan. Addressed either to the whole institution or to an specific area.



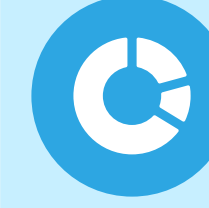
Interim CEO

For those start-up companies with an incomplete team. Serving as CEO and leading the Project until identifying and hiring a full-time CEO.



European Projects

Participation in European consortiums as proactive partners, leading the business, regulatory and commercial WPs, in EIT Health, EIT Digital, EIT Food and Horizon Europe.



Commercial Plan & Market Access and HEOR

Preparation of Commercial Plans for start-up and spin-off companies, including Market Access and HEOR aspects such as cost-effectiveness analysis.



Strategic Support and Mentoring

For those companies developing a project after a VC round, continuous supervision and support in the strategic decision making of the company, serving as Board observer if needed. This service could include mentoring sessions.

GENESIS Biomed: our Management Team



Josep Lluís Falcó
Managing partner & CEO
Chemist PhD, MBA



Natalia de la Figuera
Managing partner & COO
Chemist PhD, MPM



Joan Carles Fernández
Planning Director
Pharmacist PhD



Jordi Ortiz
Quality Director
Chemist



Mireia Samitier
Knowledge M. Director
Biologist

02 GENESIS Biomed Added Value

Our current client portfolio

Startup and Spinoff companies



02 GENESIS Biomed Added Value Our current client portfolio

Startup and Spinoff companies



02 GENESIS Biomed Added Value Our current client portfolio

Hospitals and Healthcare Research Institutions



02 GENESIS Biomed Added Value

Our current client portfolio

Big and mid-size companies



02 GENESIS Biomed Added Value Our current client portfolio

Investors



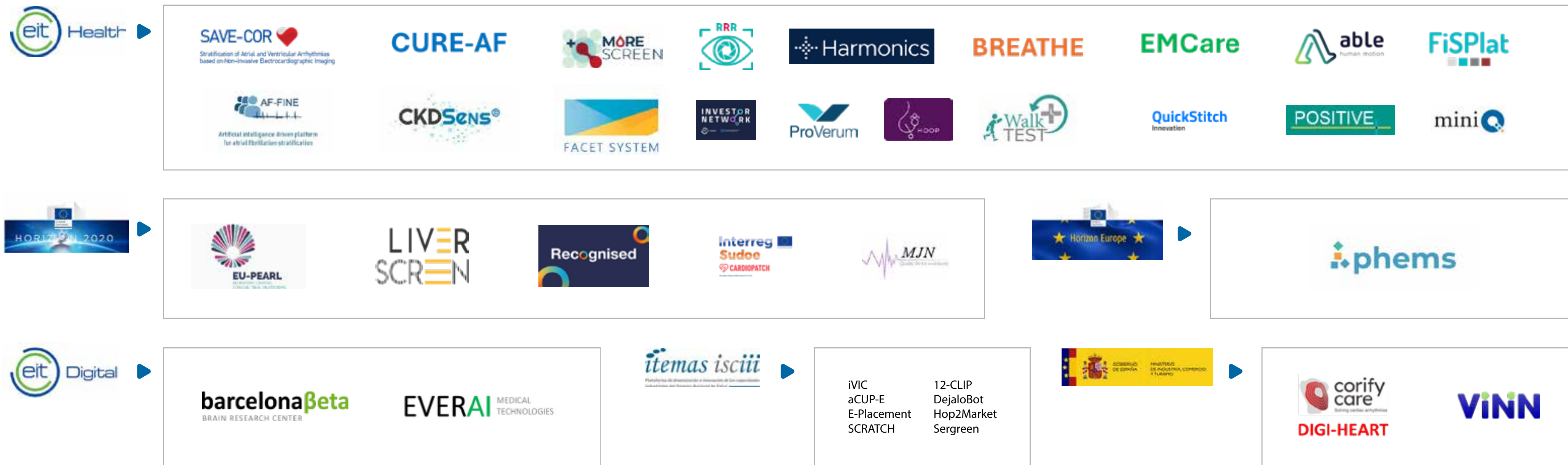
Institutions



02 GENESIS Biomed Added Value

Our current client portfolio

EU and National funded projects where we are partners





Consulting projects

400 Total projects

From our foundation in May 2017

225 Total clients

Startups, Hospitals, Academia, Investors, Big companies

17 Different project types

From Business Plan to Strategic Plan

21 Closed financial rounds for our clients

With Venture Capital, Family Offices and Business Angels

80M€ Raised for our clients

Private and also public fundraising

27 European projects in which we participate

Horizon Europe, EIT Health, EIT Digital and H2020

5 Databases with private access

Global Data, Pitchbook, SABI, Merger&Market, Disqover

About us

12 Employees

Directors, Senior Consultants and Consultants

100% Organic growth

Without capital increase or debt

250m² Offices and facilities

Barcelona Science Park, Madrid Down-Town and Marina de Valencia

9 Memberships and accreditations

ACCIO, EIT Health, ITEMAS, ASEBIO, CataloniaBio&HT, Bioval, CSMC, DIH:bio, CITT

2 Founding partners

50% each

9M€ Accumulated turnover 2017–2023

Foreseen closing 2024 at 2 M€

3 Sites: Barcelona, Madrid and Valencia

Close to our clients in the main biomedical clusters

Managed vehicles

2 Investment vehicles raised

GENESIS Ventures and GENESIS Tech Transfer Boost

3,5M€ Investibles

With both vehicles

19 Invested projects

With a potential of 25 projects in total



02 GENESIS Biomed Added Value

Our databases with which we daily work

General Healthcare DB



Pharma + Medtech + Clinical Trials



Financial DB





02 GENESIS Biomed Added Value

Last success cases in fundraising. Our Track record

#	Signed deals	Sector	Round size	Year	Investors
1	AptaTargets	Pharma	4.5 M€	2017	Caixa Capital Risc, Inveready
2	Anaconda Biomed	Medtech	15 M€	2017	Ysios, Omega, Innogest, BSabadell
3	Peptomyc	Biotech	4.2 M€	2017	ALTA Life Sciences, Healthequity
4	GlyCardial Diagnostics	IVD	3.1 M€	2017	Caixa Capital Risc, Healthequity
5	MJN Neuroserveis	Medtech	750 k€	2018	Ship2B and Family Offices
6	Cornea Project	IVD	300 k€	2018	Industrial partner
7	Corify Care	Medtech	1 M€	2019	Family office and EU Funds
8	Oxolife	Pharma	300 k€	2019	Family office
9	Cornea Project	IVD	300 k€	2019	Family office
10	LiverScreen Project	Medtech	8.5 M€	2019	EU Funds
11	CreatSens	IVD	750 k€	2019	EU Funds
12	ABLE Human Motion	Medtech	2.5 M€	2019	EU Funds
13	Peptomyc	Pharma	11.4 M€	2020	Aurora Science, ALTA LS, Healthequity
14	Oxolife	Pharma	5 M€	2020	Inveready, CDTI, crowdfunding
15	CORNEA project	IVD	1 M€	2020	Capital Cell and BAs
16	Corify Care	Medtech	2.35M€	2021	Clave Capital, CDTI, FOs and crowdfunding
17	Endolipid Therapeutics	Dermocosmetic	500 k€	2021	Family offices, Business Angels, Crowdfunding
18	MOWOOT	Medtech	1 M€	2022	Family offices, crowdfunding, ENISA
19	Thytech	Pharma	650 k€	2022	Family office and BAs
20	Renalyse	IVD	1 M€	2023	Fundación Botín, Business Angels, EU Funds
21	Corify Care	Medtech	7 M€	2024	Clave Capital, CDTI, Fos and public funds



BARCELONA · MADRID · VALENCIA

GENESIS Biomed is member of:



©GENESIS Biomed

Barcelona Office:

Barcelona Science Park
Tower I, offices 3B01, 4B03-05-06
Baldri Reixac 4-8
08028 Barcelona
+34 93 403 58 53

Madrid Office:

Velázquez 34
28001 Madrid

Valencia Office:

Travesía 15E
46024 Valencia

contact@genesis-biomed.eu
www.genesis-biomed.com