

<b>08:00-9:00</b>	<b>Registration</b>	
09:00-09:15	<b>Introduction</b>	<b>Dr. Abdelali Haoudi</b>
09:15-09:30	<b>Perspectives from Local Experience in Biotechnology in KSA</b>	<b>Ms. Maha Abuyabis</b>
09:30 -10:15	<b>Session 1: “How to Convert a Research into Commercial Success Story”</b>	<b>Dr. Klaus Lindpaintner</b>
<b>10:15-10:45</b>	<b>Coffee Break</b>	
10:45-11:30	<b>Session 2: “Role of Patents in Innovation and New product Development”</b>	<b>Dr. Ali Al Muntasheri</b>
11:30-12:15	<b>Session 3: “From Idea to Commercialization: Considerations for Diagnostic Product Success”.</b>	<b>Dr. Shaun Lonergan</b>
<b>12:15-1:30</b>	<b>Lunch Break</b>	
1:30 -4:00	<p><b>Session 4:</b> Round table discussion: attendees will be split in a small working groups of 10 people each group  <b>Key topics:</b></p> <p><b><u>Key topic 1- Value proposition and innovation</u></b></p> <ul style="list-style-type: none"> <li>• What problem are we solving for customers?</li> <li>• What is innovative about our product or service?</li> <li>• How better is our solution compared with existing solutions?</li> </ul> <p><b><u>Key topic 2 – Market identification, analysis and competitive strategy</u></b></p> <ul style="list-style-type: none"> <li>• who is our customer?</li> <li>• Select target markets and customers;</li> <li>• Analyze the market, including customers and competitors;</li> <li>• Position and differentiate products and services from the competition;</li> <li>• Develop and implement sales, marketing and distribution strategies;</li> <li>• Create sustainable competitive advantage for their business;</li> </ul> <p><b><u>Key topic 3 – Fundraising and financing</u></b></p> <ul style="list-style-type: none"> <li>• Raise investment funds to support the growth of their business;</li> <li>• Forecast the financial performance of their business and calculate the valuation; and,</li> <li>• How to estimate return on investment (ROI) and social impact.</li> </ul>	<p><b>Dr. Shaun Lonergan</b>  <b>Dr. Ali Al Muntasheri</b></p> <p><b>Dr. Klaus Lindpaintner</b>  <b>Ms. Maha Abuyabis</b></p>
<b>4:00-4:30</b>	<b>Closing</b>	