Accelerate the time to international market for innovative companies and enhance connections within the local health ecosystem.
Medic@lps film: Grenoble/Isére Health ecosystem

http://www.medicalps.eu
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Timeline of Key Events in Medic@lps’ s History

Medic@lps at a glance
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  o Structure and governance
  o Strategic orientations
  o Services offering
  o Methodology and tools

Focus on the medtech sector
Timeline of Key Events in Medic@lps ‘s History

Medic@lps evolved out of Adebag

Shift from a research driven governance.....

Collective action on Certification QSE and CE mark

Cooperation agreement

3 sub sectors: Biotech/Medtech/e-health

Bio Bizz Club

Partner in Jade project

Starting with 12 companies

Transalpine Biocluster

2nd EBAC Torino

BIOPOLIS

2004

2005

2006

2007

2008

2009

2010

2011

2012

BIOPOLIS

3rd EBAC Geneva

ENoLL label

Medic@lps Brand

Cooperation agreement with CTS Montreal, ENoLL label for e Care Living Lab

« Grenoble, Health Cluster » movie
Hosting EMT 2012
Partner in INNOV Age and IDEALL projects, a shared Biz Dev Office in Boston

1st European Bio Alpine Convention in Grenoble

Lead partner for the Alps Bio Cluster project (Alpine Space Program framework)
Medic@LPS is an innovation intermediary, embedded in its local ecosystem

Federating a network of 70 both public and private actors across the Grenoble Area

- Universities and research centres
- Major companies
- SMEs and new companies
- Local authorities

Medic@LPS represents the local Bioindustry worth 4.1 billion Euros of revenue and 8500 jobs; and nearly 200 state-owned laboratories and major European research institutes.
The number of members has increased by 52% in the last 6 years from 44 in 2006

Evolution of the number of total Medic@alps members

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>44</td>
</tr>
<tr>
<td>2007</td>
<td>45</td>
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<tr>
<td>2008</td>
<td>49</td>
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<td>2009</td>
<td>52</td>
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<td>2010</td>
<td>57</td>
</tr>
<tr>
<td>2011</td>
<td>59</td>
</tr>
<tr>
<td>2012</td>
<td>67</td>
</tr>
</tbody>
</table>

Origin of the members

- The current members are representative of the local ecosystem from the Grenoble area
  - Universities & Research centers
  - European facilities
  - Companies (from the start up to the larger one)
  - Local authorities
- SMES represent 76% of the members (revenue < 1Mio €)
- In 2008, 37 SMEs have generated 30 Mio revenue
Some companies’ member of Medic@LPS
Medic@lps: sectors and sub sectors

**Biotechnologies:**
- Technological Services Companies
  - Bioinformatics
  - Drug Discovery
- Clinical Research Services
  - Preclinical Trial
  - Clinical Trial
- Bioproduction
- Therapy
  - Oncology
  - Pediatric
  - Neurobiology
  - Immunology

**Medical Technologies:**
- Diagnostic
- Drug Delivery
- Medical Imaging
- Computing and Robotic for Medicine and Surgery
- Implantable Medical Device

**e-Health:**
- Smart Home
- Assistive Technologies
- Medical Data Management
- Telemedicine / Telecare
A true working alliance for biotech/medtech/e Health convergence and development
As Medic@lps has shifted from a research driven cluster to an industry driven cluster in 2008, the chair is henceforth occupied by a representative of a private company.
Medic@lp’s aims to enhance market access of innovative companies

**Strategic orientations**

**Communication**
- Develop a “common label” for a unique site by its research and innovation potential, and technological, industrial and clinical environment

**International development**
- Provide specific assistance to companies willing to develop and establish operations in international markets

**Collaborative projects**
- Promote and support the participation of the local companies to European multi-partnerships projects

**Technological platforms**
- Ease the access of the local technological platforms to the companies willing to improve their current offer (eg: incremental innovation)
- Enhance R&D capabilities of our members (open innovation)
Medic@lp’s aims to enhance market access of innovative companies

Strategic orientations

Communication

- Develop a “common label” for a unique site by its research and innovation potential, and technological, industrial and clinical environment

International development

Collaborative projects

Technological platforms

Communication

- Create the brand MEDIC@LPS
- Create a film dedicated to the Grenoble health sector
- Create a visual identity
- Create communication tools, websites and e-newsletter
Medic@lp’s aims to enhance market access of innovative companies

**Strategic orientations**

- **Communication**
- **International development**
- **Collaborative projects**
- **Technological platforms**

• Provide specific assistance to companies willing to develop and establish operations in international markets

**Focus in 2012 in North America and Asia**

- **Participation to exhibitions and partnering events**: Bio Spring 2012 Amsterdam, EuroMedTech 2012 Grenoble, AdvaMed 2012 Boston
- **Shared Business Developer and Office in Boston**: 90 k€, Medic@LPS and 2 companies, to provide long-term support for companies on the North American market in a secure, collaborative and progressive manner.
- **Interclustering** with Health Technologies Campus in Montreal for mutual “Soft Landing” for our respective companies
- **Workshops and training** “Emerging markets: how to enter China market successfully”
- **Exploratory visit in Japan** in November 2012 to identify KOL and clusters with relevant advices for developing on the Japanese market
Medic@lp’s aims to enhance market access of innovative companies

**Strategic orientations**

- **Communication**
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**Alps Bio Cluster**
- **Programme:** Alpine Space Programme
- **Partners:** 7 partners from 6 Alpine regions
- **Budget:** EUR 1,862,505
- **Start:** 01/10/2008 – **End:** 30/09/2011
- [www.alpsbiocluster.eu](http://www.alpsbiocluster.eu)

**JADE**
- **Programme:** FP7 - Capacities – ROK
- **Partners:** 39 partners from IT, FR, UK, FI, TR
- **Budget:** EUR 2,819,904
- **Start:** 01/02/2011 – **End:** 31/01/2014
- [www.jadeproject.eu](http://www.jadeproject.eu)

**INNO.V.Age**
- **Programme:** Interreg IV C
- **Partners:** 15 partners from IT, FR, BG, EL, ES, CY, UK, SI, LT, CZ, PL, NL, SE
- **Budget:** EUR 2,467,511
- **Start:** 01/01/2012 – **End:** 31/12/2014
- [www.innovage-project.eu](http://www.innovage-project.eu)

**IDeALL**
- **Programme:** Joint action for non technological user-centered innovation initiative
- **Partners:** 11 partners from 5 EU countries
- **Budget:** EUR 900,106
- **Start:** 01/01/2012 – **End:** 31/12/2014
Medic@lps offers a variety of shared to tailored services to its members

**Shared services**

- Medic@lps movie
- Shared services targeting young companies
  - Information
  - Training
  - International fairs
  - Networking

**Tailored services**

- Tailored services targeting mature companies
  - International promotion of the trade mark
  - European project engineering
    - Business club
  - Shared Bus Dev office (Boston)
    - Business partnering

**Start up**
Medic@lps: 1 Key Performance Indicator

Medic@lps tracks the events organized since 2000

- An average of 10 events per year (one per month)
- 123 events in total out which:
  - 72 are internal events to strengthen the links between members
  - 51 are broader events to enlarge the network (e.g., Euromedtech)

- Information and Training Sessions: 56
- BioBiz (Business club): 33
- International Exhibitions and Partnering Events: 18
- Conferences and networking events organized in Grenoble: 16
Medic@lps uses a set of methodologies and tools to support its operations

**Information & promotion tools**
- Website
- Newsletter (85 sent since 2000 at 480 persons)
- Portal of service technology platforms
- Targeted mailings
- Trademark: Medic@lps
- Advertising flyers
- USB keys

**Partnering tools**
- Google like (identity partners in Alpine Space)
- Mindbrowser (ideation and collaboration solution)
- Interview guide

**Methodology**
- Satisfaction survey
- Working groups
- Internet job fair
- Mapping of Rhone-Alpes Medtech companies
- Medic@lps Film
- Trademark: Medic@lps
- Press releases
- Working groups
- Medic@lps Film
A focus on medtech sector

A wide range of outstanding skills, technological platforms and medtech keyplayers

Dynamic companies: Start-up, SME’s to international leaders covering the whole cycle care

Biomedical-technology platforms, anticipating the hospital of the future

Development of micro and nano technological tools for analysis, diagnosis and treatment

Centre to carry out proof of concept in humans for neuroprosthesis, neurostimulation, biopsy, and drug delivery

Platform for augmented intervention in medicine
Thanks for your attention!
Visit our NEW WEBSITE:
www.medicalps.eu

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