

ZENK

ZENK | Berlin

Think Lab @ Factory Berlin Görlitzer Park

26th March 2020, 6.30 pm



PARTNERING IN DIGITAL HEALTH

The Digital Health ecosystem is innovation-driven and complex. Partnering business models between start ups and established medium-sized companies can form a successful basis and create the right mix of consistency and flexibility to survive in the face of tough competition.

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connects experts of the ecosystem to exchange experiences. Do's and don'ts in every phase of operational and strategic cooperation are highlighted.

Building and operating a digital health company is challenging. The creation and protection of innovations requires high investments. At the same time, market entry is often a challenge and the regulatory burden is higher than in other industries. Partnering models between start ups and established, medium-sized companies („grown ups“) prove to be very efficient in overcoming such challenges to the benefit of both sides.

In the ZENK Think Lab Session, market participants and experts will present and discuss practical partnering approaches in the field of Digital Health, showing how start ups and „grown ups“ can approach each other on an equal footing and leverage dormant potential.

Powered by ZENK Law Firm.

DATE/TIME March, 26th 2020 | 6.30 pm

LOCATION Factory Berlin Görlitzer Park | Lohmühlenstraße 65 | 12435 Berlin

Create & Connect is the goal of Factory Berlin. Inspired by Andy Warhol's famous Factory in New York, Factory Berlin unites the local Berlin ecosphere of technology, politics, art and science in a dynamic and cooperative ecosystem in an inspiring environment to share knowledge, experience and ideas.

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REGISTRATION Please register with events@zenk.com or [eventbrite.com](https://www.eventbrite.com) #zenk

By registering for this event, your name and function in the company will be passed on to the host of the event. During the event, photographs and films of guests and participants will be taken for ZENK for public relations purposes. These recordings may be published on the homepage of ZENK, in social networks and/or print publications for the aforementioned purpose.

The registration is free of charge. The number of participants is limited. The event will be held in English.

AGENDA

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6.30 pm Doors open, Factory Berlin Görlitzer Park

6.50 pm Introduction

7.00 pm PARTNERING – USE CASES

Insights into the partnering strategy of the „Hidden Global Champion“ OSYPKA

Dr. Nicola Osypka | CEO | OSYPKA AG and Dr. Torsten Göttische | Guido Derjung | Start-up Accelerator GmbH

For 45 years OSYPKA has been manufacturing medical products, primarily in the fields of stimulation, electrophysiology, heart surgery and cardiology. In its own start-up accelerator, the company is breaking new ground in innovation partnering.

Risks and opportunities of partnering strategies from the perspective of a Health Tech startup

David Weimer | Projektmanager | Smedo GmbH

Smedo measures the pulse from a distance, contact-free and without cables, and wants to enable better monitoring of babies.

7.30 pm PARTNERING – DO'S AND DON'TS

The Digital Health Ecosystem: A level playing field for all? Challenges for partnering approaches and how to overcome them

Anne Christin Braun | Digital Health Hub Lead | Zollhof Nürnberg

The Digital Hub Initiative: Twelve Hubs – one digital network. At twelve competence locations in Germany, SMEs and corporates are specifically networked with new innovation partners from science and the start-up scene. Medical Valley and the ZOLLHOF Digital Start-up Centre have established themselves as Digital Health Hub.

Partnering as an instrument of corporate entrepreneurship and its positive effects on company performance

Professor Dr. Rodrigo Isidor | Institute for Human Resource Management & Intrapreneurship | University of Bayreuth (tbc)

The University of Bayreuth takes its role as „innovation powerhouse“ in the region of Upper Franconia very seriously. On the one hand, the Department of Entrepreneurship & Innovation wants to support students in acquiring the necessary qualifications and promote business start ups. On the other hand, the department is also the bridge between companies and science/research and helps to establish contacts with research and innovation partners.

Partnering Deal Terms (PDTs) in the Digital Health ecosystem: Drafting „healthy“ contracts in a complex environment

Dr. Stephan Schäfer | Lawyer | ZENK Law Firm

High expertise in the implementation of the operational and strategic needs of market participants in the ecosystem Digital Health and Life Sciences (e.g. protection of intellectual property; compliance; project coordination), pragmatism and efficiency in the handling of mandates mark the services of ZENK Attorneys at Law.

8.30 pm Bites, Brews and Klatsch!