

EARLY DECISIONS MATTER

Get your product definition and sourcing right from the start

THE CHALLENGE

Early decisions have a major impact on the commercial results and the success of an exit of a start-up company. However, time and resources are scarce at this early stage. We show you how to overcome this dilemma.

THE PRODUCT AND SOURCING TOOLBOXES

Turn your invention into a successful product that satisfies customers, regulators and investors alike. Clearly define product and implementation. Combine flexible sourcing with optimized costs.

TALKS

QualySense AG: Business Value Generation to Raise Investor-Interests

Dr. Stefan Blarer
Managing Director of Drimarch GmbH
Member of the Board of QualySense AG

The toolbox: Implementing Product Definition

Annete Greil & Dr. Ingolf Sommer
PTA GmbH

The sourcing: Shared resources for start-ups with PTA

Dr. Johannes Schmitt
PTA GmbH

THE SPEAKERS



DR. STEFAN BLARER

Stefan has international experience in chemistry, pharmaceutical and agronomical research, in conjunction with the relevant IT-engineering. From 2001 to 2007 he headed the global R&D-IT of Syngenta. Since July 2007 he is managing director of DRIMARCH GmbH, a company specialized in consulting young companies in life sciences. Since April 2010, Stefan holds a position at the board of QualySense AG. He also is a coach with CTI, the Swiss innovation promotion agency.



**ANNETTE GREIL
DR. INGOLF SOMMER**

Annette is an experienced project manager working over 15 years in the development of clinical diagnostic products. From 2012-2016 she worked at Roche diagnostics focusing on product definition and organizational change management.

Ingolf combines experience in product definition with research excellence in computer science and computational biology. Since joining PTA in 2012 his focus is on delivering clinical diagnostic products as deep-dive subject matter expert and product definition team lead.



DR. JOHANNES SCHMITT

Johannes is a scientific professional with 10+ years of combined academic and professional experience and proven record of success managing state-of-the-art laboratory operations, projects, and scientific experiments in the fields of molecular and cellular biology. Since joining PTA in 2015 his focus is on managing a team of developers and requirement engineers as product owner in the field of diagnostic industry.

JOIN US ON 27 JUNE 2017

Bio-Technopark Auditorium
Wagistrasse 25
8952 Schlieren

Arrival: 11:45
Talks: 12:00
A light lunch is being served

Please register at:

<https://early-decisions-matter.eventbrite.de>

PTA