



*Second workshop of the European Photonics Roadshow of the EPRISE EU project in cooperation with Photonics21*

This workshop (free of charge) will gather representatives from photonics companies, med-tech companies, end-users and researchers interested in commercialisation and a number of experts, to discuss and network around issues related to the business development of photonics companies addressing the global healthcare market.

**Researchers** will learn that starting a company developing photonics technology for healthcare is in fact not necessarily an insurmountable obstacle.

**Integrators** will meet early stage photonics SMEs willing to team up with a facilitating partner.

**SMEs** will add tip-offs to their toolbox via expert support.

**End-users** will find improved high-tech solutions based on photonics technology.

This workshop will not only discuss what types of financing are required to cross the Valley of Death and where to find it, but also how to most efficiently use it for teaming up with the right partners, building the right team and coping with clinical tests.

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**Venue:** Ulriksdal Wårdshus, Ulriksdals Slottspark, 170 79 SOLNA (<http://ulriksdalsvardshus.se/>).

**Schedule:** Start on June 11 at 09.00 – End on June 12 after lunch.

## Registration will open in April

For more information, contact [pierre@photonicsweden.org](mailto:pierre@photonicsweden.org)  
or check the EPR website: <http://www.photonicsroadshow.eu/>



The Venue by the Sea - Ulriksdals Wårdshus



The Boat – M/S Strömma Kanal

## Example of subjects:

- **Financing schemes** for the development of photonics companies (addressing the medical markets). What's specific for "Photonics for health" in this matter?
  - Bank loans
  - Public Project financing
  - Venture Capital. Where are the VCs interested in hardware products for health?
  - Emission of shares
  - Acquisition by another company
  - Consolidations
  - Sales...
- **Business development:**
  - Business plans
  - Value chain analysis – gap analysis
  - Find the link to end-users via integrating medtech companies
  - Find the right partners, e.g. teaming up with a large company or a research and technology organisation



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- Find the right team
- Role of incubators
- Clinical tests
- Decrease healthcare and prevention costs but get paid
- **Focus on customers**
  - Market analysis (trends).
  - How to find customers' needs.
  - How to overcome potential customers' conservatism.
  - Internationalisation.

### Draft Programme:

- **June 11:**
  - 09.00 – 09.30: Registration, Coffee and Exhibition
  - 09.30 – 10.40: Welcome - Introduction
    - EPRISE – Empowering Photonics through Regional Innovation Strategies in Europe
    - Watify – Boosting Technical Transformation
    - Smart Specialisation Strategies of the Stockholm Region
    - PhotonicSweden – The Portal of the Swedish Photonics
  - 10.40 – 11.10: Key-note presentation by Prof. Juergen Popp,  
Coffee Break
  - 11.30 – 12.30: Tutorials by Experts  
Lunch
  - 14.00 – 15.30: Pitch Session for Photonics Actors and End-Users  
Coffee break
  - 16.00 – 18.30: Match-Making Session and networking
  - 19.00 – 21.30: Boat Trip and Dinner
- **June 12:**
  - 09.30 – 11.00: Financing (Go-to-Market Session 1)
  - 11.15 – 12.45: Customers and Business development (Go-to-Market Session 2)
  - Closing Remarks

### Experts already confirmed:

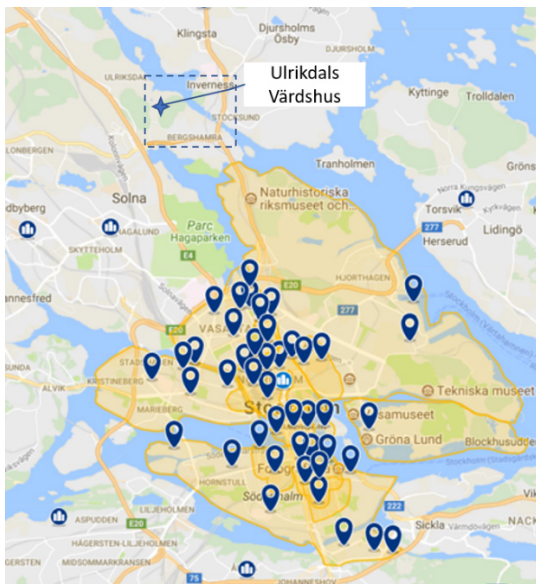
- **Prof. Juergen Popp**, Leibniz Institute of Photonic Technology Jena, Institute of Physical Chemistry & Abbe-Center of Photonics, Friedrich-Schiller University and InfectoGnostics Research Campus, Jena, Germany. J. Popp is also WG3 Chair of Photonics21.
- **Dr. Thierry Robin**, TEMATYS, Partner, Paris, France. TEMATYS provides an advanced marketing expertise dedicated to photonic products and its application markets.
- **Dr. Dirk Voelkel**, CTO GE Healthcare Life Sciences AB, Uppsala, Sweden.
- **Edward Schneider**, CEO of Quan Fund, Geneva, Switzerland.
- **Dr. Raoul Stubbe**, Business Coach at Stockholm Innovation and Growth (STING) and co-founder of Single Technologies AB, Stockholm, Sweden.

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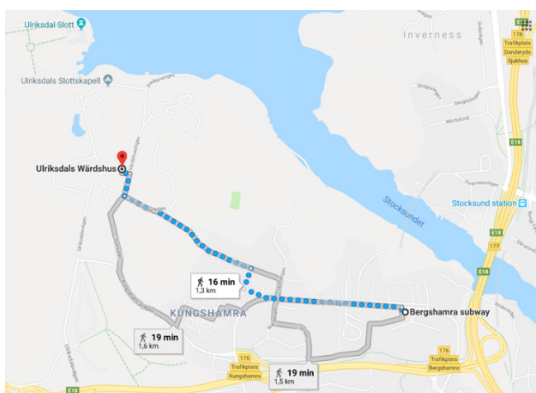
## Practical information

- How to get to Stockholm from abroad:
  - There are two airports in Stockholm:
    - The main airport is Arlanda where almost all companies operate. It is situated at about 40 km from the centre and you can take a train (about 25 Euros), a bus (about 10 Euros) or a taxi (from about 40 Euros).
    - Bromma airport which is only about 6 km from the centre. Only Brussels airlines, BRA, Finnair and British Airways operate to and from this airport.
  - If you take a train or a boat you will probably have to spend at least a night...
- Hotels and of the workshop venue:
  - Hotels are unfortunately rather expensive in Sweden. Nevertheless, we strongly recommend you to choose a hotel in the real centre of Stockholm (see the map below the region in yellow-green and yellow).



The venue of the workshop is Ulrikdals Vårdshus. On this map you see some of the hotels (with a rate between 50 to 150 Euros per night). There is one hotel at walking distance from the workshop venue but slightly more expensive: The Winery Hotel (1,3 km).

The best way to reach the workshop venue is to take the subway, the red line towards Mörby Centrum and stop at the Bergshamra subway station. There you can either walk mostly in the forest for 1,3 km (about 15 minutes) or take a bus (number 503 towards Ulriksdal station) and it will take you only 5 minutes (changing time 5 minutes). It takes only 11 minutes between the central station and Bergshamra so the total time subway and bus is 21 minutes from the central station.



An alternative is to take the commuter train from Odenplan or the central station towards Uppsala or Märsta, stop at Ulriksdal station. The trip with the train will take you only a few minutes but the walk is longer, about 1,9 km and not as pleasant as from Bergshamra station. Also the subway is distributed in the whole centre of Stockholm so it is more likely that your hotel will be close to a subway station than from the central station.

**Enjoy your morning walks!**

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### Stockholm – Midnight light in June

The Sunrise will happen at 3.33 and 3.32 am on June 11 and 12 resp. and the Sunset at 10.02 pm both days. So, the night duration is still about 5.30 hours long. But, if the sky is clear, do not expect the night to be dark at all! You might get an obscurity like you see on this picture in the middle of the night.

If you are sensitive to light when willing to sleep, do not forget your airplane mask because the curtains in most Swedish hotels can be nearly transparent.

