

# Start-me up 2022

## Two-day training course about the creation of startups in the field of Life Sciences

June 29-30, 2022

Institut Pasteur,  
Auditorium Centre François Jacob and Pavillon Émile Roux



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If you want to participate in this training, please send your application (download from [www.pasteur.fr/en/startmeup](http://www.pasteur.fr/en/startmeup)) to [suaw@pasteur.fr](mailto:suaw@pasteur.fr).

**Contact:** Startup Awareness office ([suaw@pasteur.fr](mailto:suaw@pasteur.fr))

**Websites:** [www.pasteur.fr/en/startmeup](http://www.pasteur.fr/en/startmeup)  
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## Wednesday, June 29, 2022

### Session 1: Innovation & AI for Health

9:00-10:00 **What is innovation today?**  
Guillaume Prunier, *Deputy CEO, Inria*

10:00-10:30 **How to create value from scientific innovation?**  
Julie Rachline, CEO, LallianSe Life Sciences Integrator

#### Break

11:00-11:40 **AI for Health: for which use?**  
Jean Marc Bereder, *Artificial Intelligence in Health project manager, CHU de Nice*

11:40-12:10 **Deep learning technology in biology**  
Christophe Zimmer, *Head of the Department of Computational Biology-Research Director-Head of the lab "Imaging and Modeling", Institut Pasteur*

12:10-12:40 **Overview of the startup creation in the domain of AI-medicine**  
Julie Baussand, *Head of Innovation project leader, Medicen*

#### Lunch

### Session 2: Design your idea for creating a business (Salle 2 & 3, Pavillon Émile Roux (PER))

14:30-17:30 **Work with project**

17:30-18:30 **Debriefing: name of the company, product, innovation, benchmarking, market**

18:45-20:30 **Professional Network event (Stapa, the Petits Dejeuners Professionnels, Interasso, and SuAw)**

## Thursday, June 30, 2022

### Session 3: Startups in AI for Health

9:00-9:40 **How does company creation and creating value for AI startups differ in health care compared to the other domains?**

(Panel discussion)

- Adel Mebarki, General manager, Kap Code
- Christelle Ayache, Health & Wellbeing Market manager, *Cap Digital*
- Clément Bertholet, Operational investor, AdBio Partners
- Jean Roubas, *Investment manager, 50 Partners Santé*

9:40-10:00 **AI in imaging: Experience of Avatar**  
Jean-Baptiste Masson, *CSO, AVATAR MEDICAL*

10:00-10:20 **AI in pathology**  
Fanny Sockeel, *CEO & Founder, PRIMAA*

10:20-10:40 **AI in clinical care**  
Matis Ringdal, *CEO, Pixacare*

#### Break

11:10-11:50 **How to convince a hospital director or department head to invest in your AI solution?**  
(Panel discussion)

- Elodie Brient-Litzler, *COO and co-Founder, AVATAR MEDICAL*
- Fanny Sockeel, CEO & Founder, PRIMAA
- Guillaum Deshors, Director of Cabinet and Innovation and Director of Cooperation and relations with city medicine, telemedicine, CHU Poitiers



11:50-12:30 **GE Health accelerates AI model development**  
Xavier Boullier, *Global program manager, A.I./ Intelligent solutions for Women's Health, GE Health*

*Lunch*

**Session 4: Pitch your business idea (Salle 2 & 3, Pavillon Émile Roux (PER))**

14:30-15:00 **Finish up project design**

15:00-17:00 **Prepare your presentation**

17:00-18:00 **Present your project**

**Jury:**

- Jessica Leygues, *CEO, Medicen*
- François Kotian, *Chief Engineer, GE Health*
- Jean Roubas, *Investment manager, 50 Partners Santé*
- Céline Passedouet, *Investment manager, Elaia*

18:00-18:15 **Closing remarks**

18:15-19:00 **Cocktail**

**Partners:**



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**The Petits Dejeuners Professionnels**