

生物醫學工程創業課程

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時間: 民國 100 年 3 月 4 日(週五下午) 及 3 月 5 日 (週六整天)

地點: 國立成功大學

Course Contents

1. Challenges and Opportunities in Biomedical Engineering Entrepreneurship
 - a. Medical Device Industry, Biotech, and Pharmaceutical Industries
 - b. Innovations in Biomedical Engineering and Medical Devices
 - c. Differences between BME Industries and Consumer Product Industries
 - d. Innovations vs. Improvement
 - e. Innovations, Improvements, Manufacturing and Marketing
 - f. Market Pulls, Science Pushes and Potential of Your Product
2. Preparing Yourself as an Entrepreneur
 - a. Leadership, Perseverance, Passion and Courage
 - b. Your Undergraduate and Graduate Education
 - c. Working Experience and Mentorship
 - d. Responsibilities of Universities, Communities, and Governments
 - e. Building up an Entrepreneurial Team
3. Business Plan and Quick Pitch Competition
 - a. Purposes of Your Business Plan
 - b. Three Phases of Business Plan:
 - Assessing Phase
 - Launching Phase
 - Building-up Phase
 - c. Review of a Business Plan
 - d. Quick Pitch Competition (List the product name and company name here)
4. Raising Funds, Patenting Your Product, and Building Your Company
 - a. Sources and Amounts of Fund Raising
 - b. Importance of Cash
 - c. Patenting Your Product Worldwide
 - d. Who are your customers?
 - e. Marketing and Sales
5. Growing Your Company and Investing in the Future
 - a. Customer Relationship Management
 - b. Marketing Ethics and Legal Compliance
 - c. Executives Recruitment
 - d. Investing in Your Company and Yourself
 - e. Doing Something for the World
6. Globalizing Your Company
 - a. World Market on Medical Products
 - b. Home Medical Equipment Market
 - c. Global Alliance of Innovation, Manufacturing and Marketing
 - d. Taiwan's Biomedical Engineering Industries
 - e. Collaboration across the Taiwan Straits

課程內容

- 1。生物醫學工程創業的挑戰和機會
 - a. 醫療器械工業，生物科技和製藥工業
 - b. 生物醫學工程和醫療器械的創新
 - c. 生物醫學工程產業和消費品行業的差異
 - d. 改進與創新
 - e. 創新，改進，生產和銷售
 - f. 市場拉，科學推，與你的產品和潛力
- 2。如何作好一名企業家
 - a. 領導力，毅力，熱情和勇氣
 - b. 您的本科和研究生教育
 - c. 工作經驗及營商導友
 - d. 大校，社會和政府的責任
 - e. 建立一個創業團隊
- 3。商業計劃和快速間距比賽
 - a. 商業計劃的目的
 - b. 三個階段的商業計劃：
 - 評估階段
 - 啟動階段
 - 發展階段
 - c. 商業計劃的設計
 - d. 定時商業計劃比賽（列出產品名稱和公司名稱在這裡）
- 4。籌集資金，您的產品專利，並建立您的公司
 - a. 籌款來源和數額
 - b. 現金的重要性
 - c. 你的全球專利
 - d. 誰是你的客戶？
 - e. 營銷和銷售
- 5。公司成長和未來投資
 - a. 客戶關係管理
 - b. 營銷道德和遵紀守法
 - c. 管理領導招聘
 - d. 投資在你的公司和你自己
 - e. 做有益於世界的事
- 6。您的公司全球化
 - a. 醫療產品的世界市場
 - b. 家用醫療器械市場
 - c. 全球聯盟在創新，製造和營銷
 - d. 台灣的生物醫學工程產業
 - e. 海峽兩岸合作