



CATOLICA | Executive  
Education  
MEDICAL SCHOOL

LISBOA

# Biotech Startups & Pharma

## Strategy, M&A and beyond

Faculty:

Daniel Guedelha

João Santos Pereira

José Maçãs

Ana Constante



HOSPITAL DA LUZ  
**LEARNING HEALTH**  
TRAINING, RESEARCH & INNOVATION CENTER



## Summary of the course

*A program tailored for individuals aspiring to enhance their expertise and proficiency within the biotech sector, especially those interested in working with the biotech ecosystem and advancing innovation within the field.*

**November - December 2024:**

Fridays (from 5pm) and  
Saturdays (9am-1pm)

**Face to Face** at Católica Medical  
School

### Program

This course will equip participants with a comprehensive view on Biotech & Pharma industry - from inception to business scale-up including patent strategy, clinical research & regulatory framework, funding and end-to-end M&A deal journey.

### Audience

The program is suited for:

- ✓ individuals within the Life Sciences & Healthcare industry seeking to expand their knowledge of biotech startups landscape;
- ✓ leaders and managers in biotech startups;
- ✓ entrepreneurs and executives entering the Biotech and Pharma space; and/or
- ✓ professionals contemplating a career transition to a Strategy, M&A, Corporate Venture Capital or Business Development role.





# Faculty



**Anna Mattson**

*Partner in Strategy and Corporate Finance at McKinsey*

Global lead of Life Sciences M&A strategy and portfolio transformation

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**Nuno Prego Ramos**

*President and CEO at Valvian*

Nuno was also Co-Founder and CEO of CellmAbs (leading to Patent assignment and Licensing agreement with BioNTech)

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**Raúl Saraiva**

*Chief Scientific Officer & Venture Partner at 3xP*  
Building & investing in ventures advancing novel therapeutics and next-gen Healthtech. Previously Head of Operations at Aethon Therapeutics.

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**Isabel Afonso**

*CEO at Arcera Life Sciences*

Previously Head of In-Market Brands and Business Innovation for Novartis International and Sandoz  
Head of Global Commercial Operations

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**Helena Corte-Real**

*VP, Regulatory Portfolio Data & Content Senior Lead at Roche*

Previously led Regulatory Operations group within Product Development also at Roche

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**Joana Piriquito Santos**

*Founding Partner of law firm NLP*

*Lawyer | PharmD*

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**Filipe Duarte**

*M&A Due Diligence at Novo Nordisk*  
*Project Director working with the M&A Due Diligence team to assist in Novo Nordisk's Business Development agenda*

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**Luis Correia**

*Biotech consultant*

(ex- Roche and ex-Credit Suisse)

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**Jorge Santos Silva**

*Founder and CEO at MoonLake Immunotherapeutics*  
Previously a Senior Partner at McKinsey's and a Leader in its Pharmaceuticals & Medical Products Practice

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**Daniel Guedelha**

*Strategic Advisor to Global Pharma and Biotech*  
Chief of Staff to President of Global Health and Sustainability, Global Integration & Separation Manager and other leadership roles in Operations at Novartis

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**João Pereira**

*Executive Director at Católica Medical School*  
A Biostatistician, Entrepreneur and Innovation specialist. Previously CEO of HeartGenetics and Magnomics

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**José Maças**

*Director - M&A Life Sciences & Healthcare - Deloitte*  
Helping Life Sciences, Medtech, Healthcare and Consumer Health companies to build M&A capabilities and create value from buy/sell-side transactions, alliances and partnerships

[Linkedin Profile](#)



# Course content (1/2)

Title	Invited lecturer and topics
<div>0</div> <b>Welcome and network</b> (15th November; 17h00)	<b>Daniel Guedelha, João Pereira, José Maçãs</b> <ul style="list-style-type: none"> <li>• Introduce the comprehensive course program, highlighting key topics, activities, and learning objectives for participants.</li> <li>• Facilitate the formation of working groups, enabling attendees to collaborate on business case analyses and discussions.</li> </ul>
<div>1</div> <b>Current Pharma Industry Strategy and M&amp;A</b> (16th November; 09h00)	<b>Anna Mattson – Partner and Global lead of Life Sciences M&amp;A strategy and portfolio transformation at McKinsey</b> <ul style="list-style-type: none"> <li>• Explore the evolving strategies of Pharma firms, emphasizing innovation to satisfy market demands and shareholders.</li> <li>• Examine the imperative for M&amp;As in Pharma, spotlighting recent trends and the allure for external acquisitions.</li> </ul>
<div>2</div> <b>From Idea to Exit: Inside a Biotech Startup's Journey</b> (22nd November; 17h00)	<b>Nuno Prego Ramos - President and CEO at Valvian, previously at CellmAbs</b> <ul style="list-style-type: none"> <li>• Gain insights into the critical role of a startup biotech CEO and the path to success.</li> <li>• Explore key challenges faced, strategies for engaging with big Pharma, and crucial lessons learned.</li> </ul>
<div>3</div> <b>Funding and Financing: From Business Angels to IPOs</b> (23rd November; 09h00)	<b>Raúl Saraiva - Chief Scientific Officer &amp; Venture Partner at 3xP Global</b> <ul style="list-style-type: none"> <li>• Investigate diverse funding avenues within biotech, from Venture Capital to Private Equity investments.</li> <li>• Delve into strategies for accessing capital markets, including navigating dual-track options like sales versus listings.</li> </ul>
<div>4</div> <b>Protecting Innovation: Intellectual Property</b> (29th November; 17h00)	<b>Joana Piriquito Santos - Founding Partner at NLP</b> <ul style="list-style-type: none"> <li>• Explore the critical importance of intellectual property (IP) in the biotech sector for innovation protection.</li> <li>• Discuss strategic approaches and timing for safeguarding biotech innovations through patents, trademarks, copyrights, and more</li> </ul>
<div>5</div> <b>Business case 1 - Biotech startup</b> (30th November; 09h00)	<b>Business case presentation by participants</b> <ul style="list-style-type: none"> <li>• Craft strategic presentations for real biotech startups, outlining funding needs, partnership opportunities, or IPO preparation.</li> <li>• Guide participants in selecting and analyzing startup strategies aligned with raising capital, partnership, or public listing goals.</li> </ul>



# Course content (2/2)

Title	Invited lecturer and topics
<div>6</div> <b>Clinical Trials and Regulatory Framework: Essentials</b> (6th December; 17h00)	<b>Helena Corte-Real – VP, Regulatory Portfolio Data &amp; Content Senior Lead at Roche</b> <ul style="list-style-type: none"> <li>Examine the critical role that clinical trials play in the pharma/biotech business</li> <li>Understand the difference in regulatory requirements across major markets in the conduct of trials and approval of medicines</li> </ul>
<div>7</div> <b>Global Biotech Hubs: The Success Story of Basel</b> (7th December; 09h00)	<b>Luis Correia - Biotech consultant</b> <ul style="list-style-type: none"> <li>Case study: How Basel became Europe's leading healthcare cluster</li> <li>Success factors of biotech hubs: How to strengthen Portugal's standing</li> </ul>
<div>8</div> <b>Big Pharma Insights: Mastering M&amp;A Strategy, Valuation, and Execution</b> (13th December; 17h00)	<b>Filipe Duarte (M&amp;A Due Dilligence at Novo Nordisk) and José Maçãs (M&amp;A Life Sciences at Deloitte)</b> <ul style="list-style-type: none"> <li>Explore the comprehensive phases of Pharma M&amp;A, including due diligence, valuation, deal structuring, and licensing agreements.</li> <li>Gain insights into the strategic perspectives of Pharmaceutical M&amp;A and Business Development teams during transactional processes.</li> </ul>
<div>9</div> <b>Business case 2 – Portugal Global Biotech Center</b> (14th December; 09h00)	<b>Business case presentation by participants</b> <ul style="list-style-type: none"> <li>Develop actionable proposals to position Portugal as a leading European hub for healthcare innovation within 5 years.</li> <li>Formulate strategic initiatives addressing infrastructure, investment, and ecosystem development to catalyze Portugal's biotech potential.</li> </ul>
<div>10</div> <b>The history of a 3 billion dollars company</b> (20th December; 17h00)	<b>Jorge Santos Silva - Founder &amp; CEO at MoonLake Immunotherapeutics</b> <ul style="list-style-type: none"> <li>A journey from foundation, to the combination with Helix Acquisition Corp and listing in Nasdaq</li> <li>Company's future: Creating next-level therapies for inflammatory skin and joint diseases.</li> </ul>
<div>11</div> <b>Leadership journey: Pharma, Private Equity and Sovereign Fund shareholder</b> (21st December; 09h00)	<b>Isabel Afonso – CEO at Arcera Life Sciences</b> <ul style="list-style-type: none"> <li>My leadership journey in Healthcare</li> <li>Big Pharma and the different life science segments: from generics to highly innovative medicines</li> <li>Learnings from different business settings: corporate, private equity and sovereign fund shareholding</li> </ul>



## Summary

9 modules, including 2  
working sessions and  
group work

20  
Participants

~35 hours of  
lecturing

2'500 euros per  
participant





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Thank you