

# SPARK EUROPE WEBINAR SERIES 2022

Wednesdays  
at 4 pm CET

SPARK  
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SPARK Europe  
Education

## Business models of life science companies - How to select the right one? Tools and thoughts.

7 December 2022 | 4 – 5 pm (CET) | Online Webinar

Sebastian Soidinsalo

Kit? Service? Licensing? Inhouse? Outsourced? Risk-sharing?  
Going alone or partner? Distributors? VC or other forms of  
financing?

How to organize a life science company to create the most  
value out of a technology and increase the competitive  
advantage? Rarely there is only one approach – a careful  
analysis of alternatives and internal competencies and  
resources should guide decisions on how to organize the  
business. Tools like the business model canvas and the lean  
canvas, can be invaluable in learning to ask the right questions in the beginning of  
the innovation journey and later when corporate strategy is planned.



In this **SPARK EUROPE WEBINAR**, **Sebastian Soidinsalo** will present the tools of the  
trade in conceptualizing and polishing life science business models. Sebastian  
brings a decade of experience in startups and university innovation with focus on  
drug discovery, enabling biotechnologies and In Vitro Diagnostics. Sebastian holds a  
Master's in Drug Discovery and a Master's in Business Administration and  
Bioentrepreneurship.

**Online via Zoom | Please register [here!](#)**

Registration to the webinar is required in advance. Please register no later than 6 December,  
2022.

The webinar is open to all **SPARKees**, **SPARK mentors**, and **students** and **staff** of **SPARK  
associated organizations**.

**In unforeseen cases, the organizers may change and update topics and speakers.**

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