
Helping animal-free innovation cross the Valley of Death.

Empowering young researcher to take
the leap from lab to business.

Saskia Aan, MSc.

August 29th 2023

WC12 Niagara Falls

PROEFDIËSVRIJ



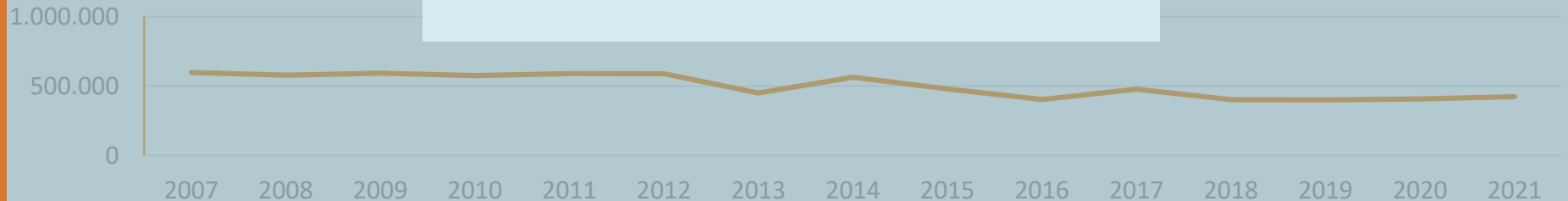
Increase funding Animal Free Research



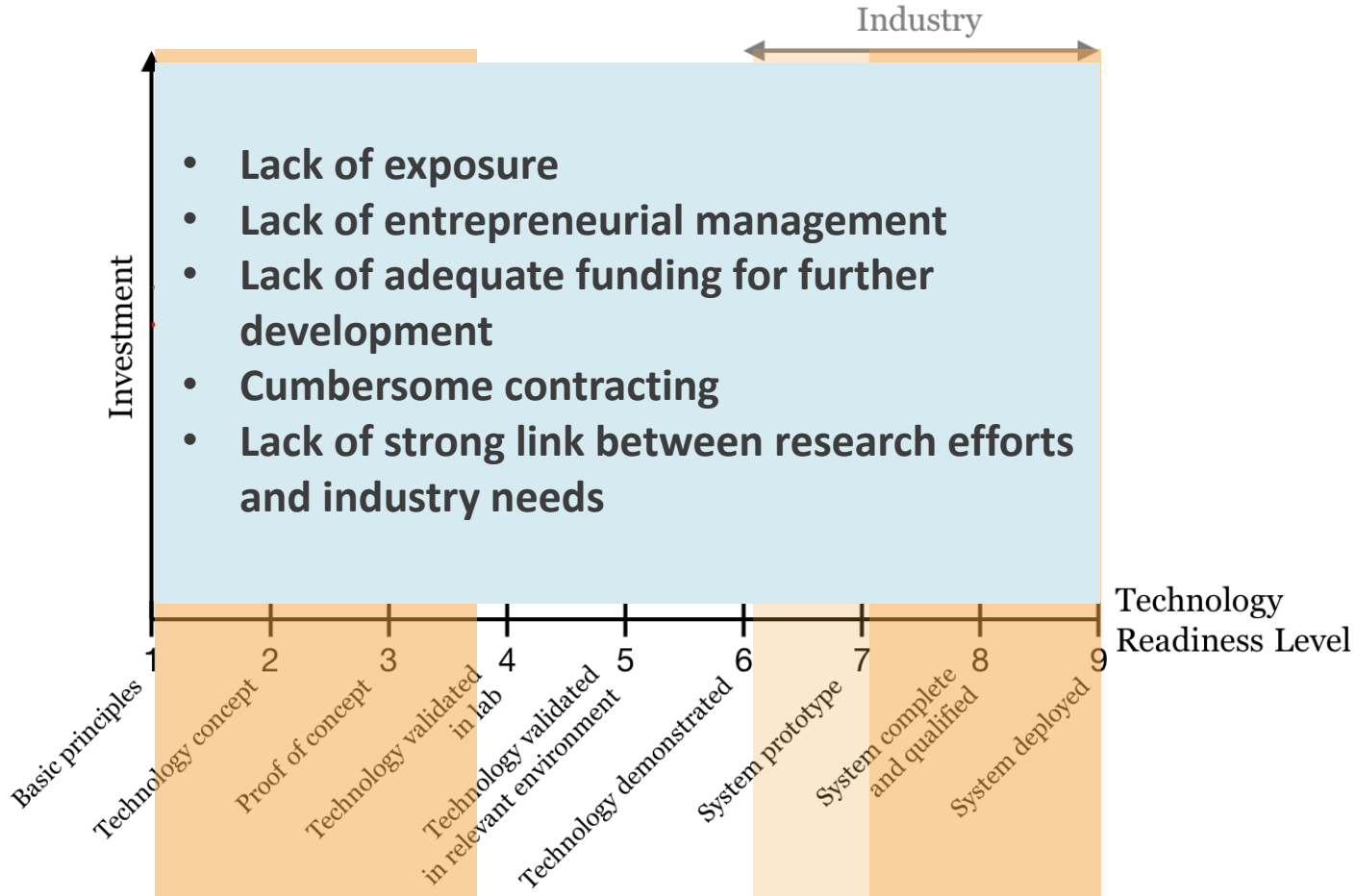
€ 8,2
million invested by Pro
since 2009

- **Development fails**
- **Parallel use**
- **Successful development doesn't equal successful implementation**
- **Ends with publication**

9,6
ted by Dutch health funds
between 2020 -2021



Valley of Death



Enter the ...



PROEFDIE3VRIJ

VENTURE
CHALLENGE

2023

The Inspiration

venture
challenge

The Venture Challenge
generates impact for
society by turning
research results into a
solid business case



GameChanger
CHALLENGE



Math Kohnen



Chretien Herben

The Inspiration

venture
challenge

The Venture Challenge is internationally recognized
as leading Life Sciences Start-up Program in Europe



The Inspiration

venture
challenge



200+
Teams
coached



150+
New
ventures



1250+
New
jobs

850m+
Funds
raised

MIMETAS
the organ-on-a-chip company

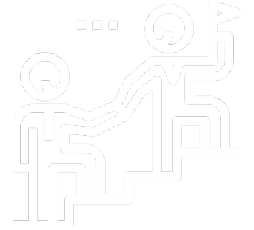
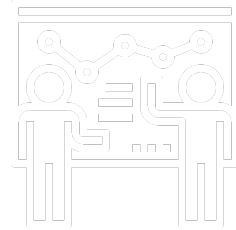
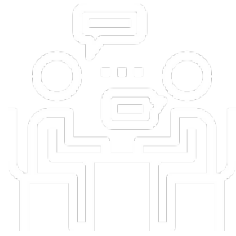
What is the Proefdiervrij Venture Challenge?

Deadline applications



Requirements:

- 100% animal free
- Lab animals ↘
- No FCS



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Deadline applications



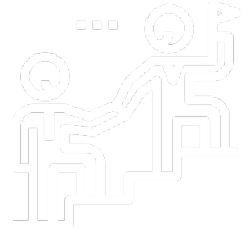
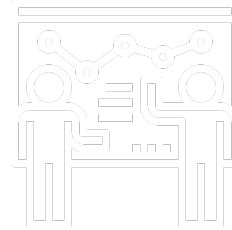
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Intake interviews



During this interview the viability of the research and quality of the team is assessed. A maximum of 6 teams is accepted to participate.



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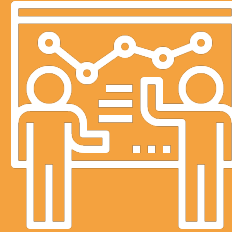
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First bootcamp



3-day bootcamp

- Customer Needs and Value Propositions
- Creating Long term perspective
- Analysing Value Net and Key Relationships
- Defining Competitive Advantage

Between the workshops external speakers come in and the teams work on different pitches



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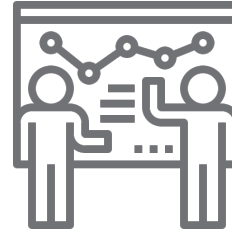
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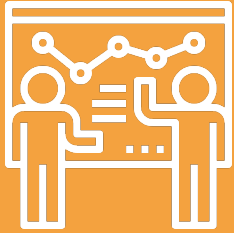
1-on-1 coaching



Weekly meetings with the coaches, writing the first drafts of the venture plan and doing market research for further development of the potential product.

What is the Proefdiervrij Venture Challenge?

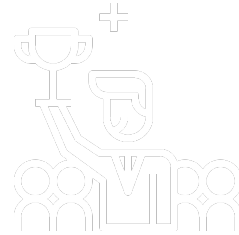
Second bootcamp



3 day bootcamp

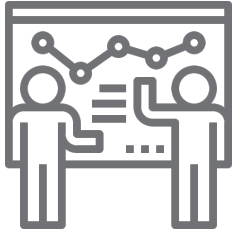
- Creating and Capturing Value
- Cost and Profit
- Financial model
- Key Assumptions
- Dry run
Venture Pitch

The Dry Run is held in front of a practice jury. The jury has representatives from research, business, investors and even lawyers



What is the Proefdier vrij Venture Challenge?

Second bootcamp



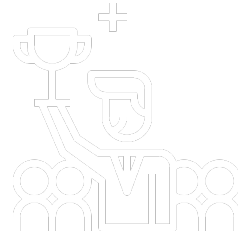
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Final presentation

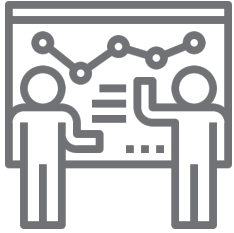


Presentation of Venture Plan and Pitch to the jury and potential investors



What is the Proefdiervrij Venture Challenge?

Second bootcamp



3 day bootcamp

- Creating and Capturing Value
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Final presentation



Presentation of Venture Plan and Pitch to the jury and potential investors

Announcement winner



The jury decides on a winner, who receives 25.000 euros



Proefdiervrij Venture Challenge

2018

Proefdiervrij served as a sponsor to an animal-free team in the regular edition of the Venture Challenge: River Biomedics

2021

First edition

Four teams joined this first edition of the Proefdiervrij Venture Challenge, that was held online due to COVID. Avatar Zoo was named the winner.

2022

Second edition

Six teams joined this edition of the Proefdiervrij Venture Challenge. Two companies are now an active company. Anya Biotech went home with the prize



2023

Third edition

Four teams joined this first edition of the Proefdiervrij Venture Challenge. VEO was named the winner.



Where are they now?

14
TEAMS

Education	1
Disease model	4
Organ model	4
Technology	3
Toxicity	1
Bio material	1

VR education

Joint-on-chip
for RA

Viral
Organoids

In Silico
models for
stroke

Pumps for
OoC

Hydrogel to
replace
Matrigel



Where are they now?

14
TEAMS

2
TEAMS

One team dropped out of the PVC and 1 team abandoned the project.



Where are they now?

4
TEAMS

Are now a company



Where are they now?

8
TEAMS

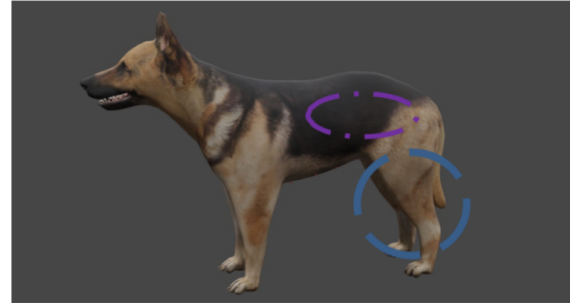
Continued in research. Three of them are expected to go towards a company. One team still got their product on the market

AVATAR ZOO

Zo veel mogelijk proefdieren vervangen door Avatars

Dieren spelen een belangrijke rol in ons leven. Dit vertaalt zich in een toenemende trend in behandelingen en complexe operaties voor dieren. Hiervoor is een grondige kennis van de anatomie essentieel voor toekomstige professionals die werken met dieren: dierenartsen, dierenartsassistenten, onderzoekers en biotechnici. Daarnaast vereist het leren en werken in het biomedische domein dat men zich complexe vaardigheden eigen maakt die passen binnen de huidige en toekomstige medische en ethische normen.

Met het project 'Avatar Zoo' ontwikkelen we interactieve Augmented Reality modellen, die kunnen worden gebruikt om de anatomie van dieren in 3D te bestuderen en om chirurgische procedures stap voor stap aan te leren.



Where are they now?

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TEAMS

Continued in research. Three of them are expected to go towards a company. One team still got their product on the market

14
TEAMS

4
TEAMS

Are now a company

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Let's hear from the participants

What is the most valuable lesson you learned from the PVC?

“Impact is not only generated through papers, commercializing your findings can have even bigger impact”

“To make sure we are serving a real need”

“Starting a business in biotech does not have to be as scary as it sounds”



Let's hear from the participants

What would you say to people considering joining the PVC

“Go for it! Even if your product doesn't make it to the market, you will learn valuable lessons that are also applicable to your research”

“Whether you are thinking about starting a business or not, if you want to solve a societal problem with your knowledge, give the PVC a try. It enables you to think like a problem-solver”

“DO IT!!”

“Also do it if you feel like your idea is not developed enough, this is the perfect place to discover the gaps in your plan”



Let's hear from the participants

Do you think the PVC can help the implementation of animal free research? **100% Yes**

“There are so many new valuable animal free developments within academic environments that are worthwhile to at least try to bring to the market to generate a bigger impact outside academia.”

“For us, it lowered the barrier to participate in a VC. We would not have made the progress that we made so far without this PVC, and I think we would not have participated in the ‘big’ venture challenge due to some impostor syndrome.”

“Most scientist have excellent ideas that never comes to fruition due to constraints by the academic sector and ignorance of what is possible and what is not. PVC gives scientists with visions capable of a real world impact a powerful stepping stone and a voice. Thank you.”

“Many technologies with lots of potential stay as academic concepts, many find way to start-ups but are not validate to be properly used to solve societal problems (especially animal-free innovation). PVC helps you make an impact and start from the beginning and validate your idea earlier rather than later.”

“Very few opportunities are focused on this area and while other grants maybe useful they are not aimed at reducing animal free innovation. This unique focus will enable starts up to focus on the animal-free benefit of their innovation”

“Speaking of my own experience, participating in the PVC gave me the push to question what type of models will and will not work for reducing animals in cardiovascular drug discovery. This has steered my perspective both in academic research as well as charting a plan for a spin-off. Such small steps will lead to substantial progress in the future, even if it takes time”



Next steps for the PVC

2023

Third edition

Four teams joined this first edition of the Proefdiervrij Venture Challenge. VEO was named the winner.

2024 ?

Fourth edition ??

YES!

But this time, we will have two PVCs. One in NL and one in the UK!

Looking to expand further. Are you interested?



Acknowledgements

Stichting Proefdiervrij

Debby Weijers

GameChanger Challenge BV

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Chretien Herben

Wil Hazeberg

Jury Members and External speakers

All the participants

Stichting }
Universitas } —————

Questions?

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