



PERCER

Parcours d'Excellence pour le Renforcement des Compétences en Entrepreneuriat et Réussite

This unique program enables participants to **develop entrepreneurial, strategic, and management skills** tailored to research promotion and the commercialization of innovative products.

Take advantage of 20 days of training over 10 months

PERCER learning objectives :

- Identify innovative, marketable solutions with market potential in the health and life sciences sector;
- Develop a strategy for knowledge transfer, from early financing to commercialization;
- Prepare promising projects for the subsequent start-up and incubation phases of businesses.

Who is this training for?

PERCER is aimed at a diverse audience within the SVTS sector:

- Graduate students (master's, doctoral);
- Postdoctoral fellows;
- University researchers;
- Early-career entrepreneurs;
- Managers and professionals in related sectors (pharmaceuticals, biotechnology, medical devices, insurance, financing, etc.).

PERCER is intended for individuals who wish **to launch a business, collaborate with existing companies**, or further **develop their professional skills** within the ecosystem of commercializing discoveries in life sciences and technologies.

The target cohort size is 12 to 20 people per year, for a maximum of 24.

Types of projects covered

Projects may fall within one or more of the following areas:

- products (medicines, formulations);
- Medical technologies (devices, platforms, diagnostic kits);
- Digital health technologies (data collection, processing, and communication);
- Specialized services or innovative business models in healthcare.

Educational format

- **Interactive lectures and workshops** led by experts from the business and research communities;
- **Real-life case studies** and panel discussions with industry leaders and investors;
- **Bilingual supervision (French and English)** promoting inclusiveness and the use of French as a business language;
- **Experiential team learning** on real startup projects, followed by an **individual end-of-course project**;
- **A final presentation ("pitch")** to a jury of industry and research valuation experts.

This approach promotes the practical integration of knowledge and the development of a broader entrepreneurial perspective, while allowing participants to build a strategic professional network within the SVTS ecosystem.

A collaborative initiative rooted in the innovation ecosystem

Inspired by the [Biodesign Innovation Process](#) approach developed at Stanford University, PERCER en SVTS is divided into 10 modules spread over a period of 10 months, totaling 20 days of in-person training. All project promoters benefit from **personalized access to an expert coach** to help them develop innovation opportunities into promising business projects. All participants sign a confidentiality agreement covering information disclosed about projects under development. PERCER is an initiative of the Faculty of Pharmacy at the University of Montreal in partnership with [Millenium Quebecor](#) and made possible by a donation from the Morris and Rosalind Goodman Family Foundation.

The program benefits from close collaboration with experts from HEC Montréal, Polytechnique Montréal, the TransMedTech Institute, and Concordia University, allowing for the exchange of perspectives on management, innovation, and technology transfer. More than half of the instructors come from the business community and the field of translational research funding. This approach provides privileged access to a vast network of professionals, ranging from investors to leaders of innovative companies, and promotes the development of a solid network of contacts within the LSHT ecosystem.

Testimony

« **Greater mental clarity about my role and what needs to be done.** I now have a basic understanding of the different types of challenges and crises that can arise on the entrepreneurial journey. Even though I'm not prepared for every surprise, I'm no longer afraid, because I'm confident that I can find the resources and solutions needed to overcome difficulties thanks to the toolkit I developed through the training. »

Elham Dianati, Ph.D.
**Co-Founder & CEO | RNABioPrecision
PERCER (2026)**

Registration and fees

Registration open: October 9 to November 20, 2026

Program registration fee: CND \$ 5,000 (taxes not included).

PERCER 2026 Calendar

Module 1 | January 12–13, 2026

- Overview of the drug R&D and health technology ecosystem
- Case studies and discussions with a panel of experts
- Presentation of the Business Model Canvas (BMC)

Module 2 | February 2–3, 2026

- *Design thinking* and unmet needs
- Critical analysis of opportunities and differentiation of the value proposition
- BMC and stakeholder mapping

Module 3 | February 23–24, 2026

- Understanding the regulatory environment – a strategic approach
- BMC – desirability component: market research (size and potential)
- Interview techniques and field validation
- Presentation of the IRL (*Innovation Readiness Level*) dashboard

Module 4 | March 23–24, 2026

- Contractual agreements and intellectual property as drivers of innovation
- BMC – desirability component: persona and customer/patient journey
- Idea *pitch* workshop

Module 5 | May 4–5, 2026

- Reports: validation of hypotheses and IRL dashboard
- Business communication (with partners, investors, potential customers)
- Public relations strategies and risk management

Module 6 | June 1–2, 2026

- Marketing and sales/reimbursement in SVTS
- Innovative medical technologies: business models, financing, and regulatory strategy

Module 7 | August 24–25, 2026

- Reports: validation of assumptions and IRL dashboard
- Executive presence and leadership
- Governance structures and principles

Module 8 | September 21–22, 2026

- BMC – feasibility component: project management, strategic partnerships
- BMC – viability component: financial forecasts, balance sheets, and cash flow

Module 9 | October 19–20, 2026

- Business valuation and financing
- Negotiation strategies with investors
- Case studies and role-playing exercises

Module 10 | November 16–17, 2026

- Coaching on pitching individual projects (real or fictional)
- In the eye of the dragon: final pitch session