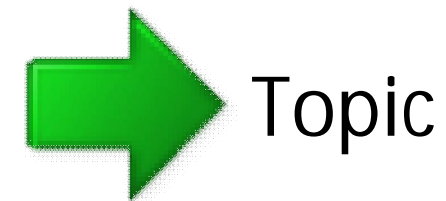



connection of minds

 3 innovation needs rebels



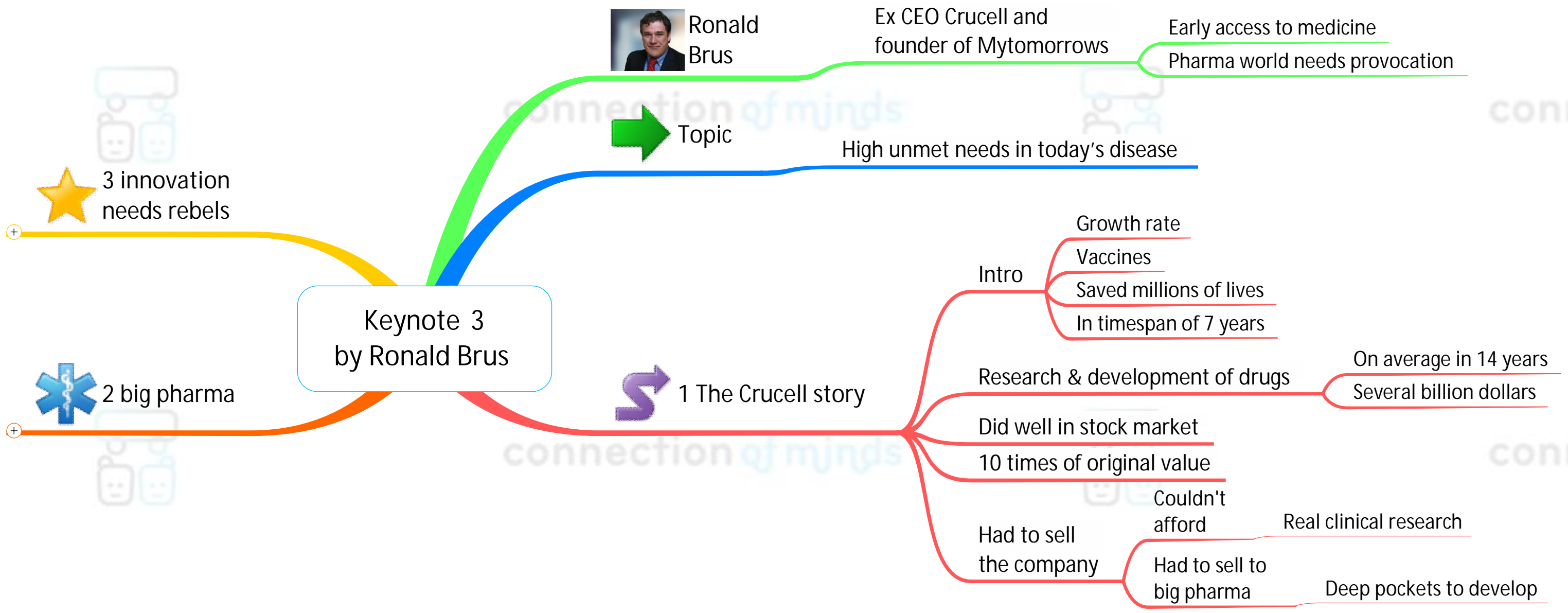
Keynote 3  
by Ronald Brus

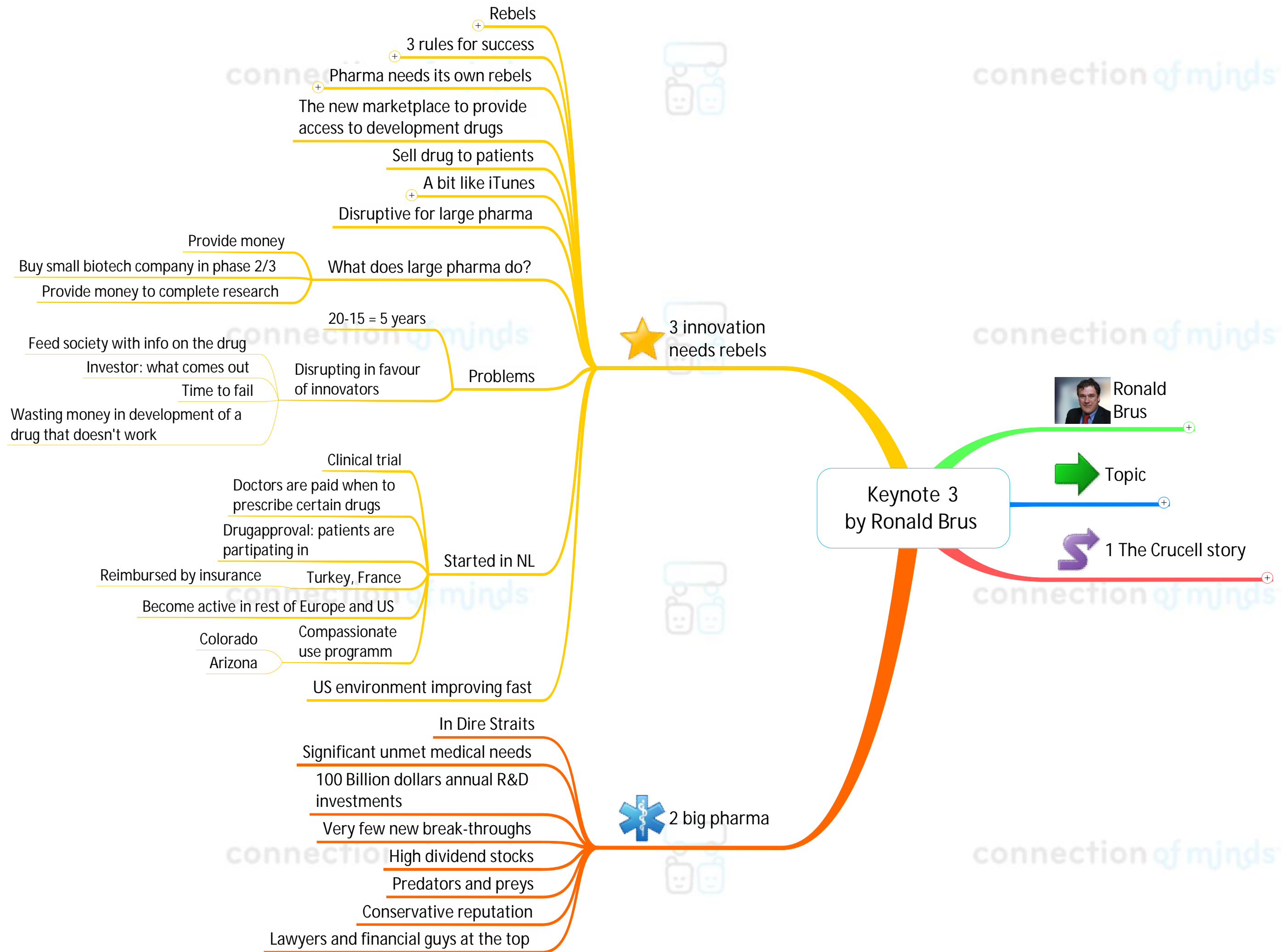


 2 big pharma

 1 The Crucell story

connection of minds







Dallas Buyers Club (movie)

22-23 years young

- Apple
- Microsoft
- Facebook
- Young

Rebels

Going through a lot of resistance

It won't work

Not safe

Not accepted

Then your on the right track

Olds guys

Innovation

1. Fail a lot

2. Fail on survivable scale

Not end of company

Spot failure early

Capable of repair

3 rules for success



3 innovation needs rebels



Ronald Brus

Keynote 3 by Ronald Brus



Topic



1 The Crucell story

- Be foreceful
- Be recognized

Pharma needs its own rebels

The new marketplace to provide access to development drugs

Sell drug to patients

No recordcompanies needed to listen to songs

Patients en innovator close

A bit like iTunes

Disruptive for large pharma

What does large pharma do?

Problems

Started in NL

US environment improving fast



2 big pharma