



UNIVERSITÀ
DEGLI STUDI
FIRENZE

DICUS
DIPARTIMENTO DI CHIMICA
"UGO SCHIFF"

ECCELLENZA 2018-22

Dr MERITXELL TEIXIDÓ

Gate2Brain SL, Baldori Reixac 4-8 08028 Barcelona, Spain

12-14 July 2023

**“Eureka! I Have a Great Idea and Now...?” Launching of
Gate2Brain Startup.**

LECTURE TOPICS

12.07.2023 - Lesson 1 – Everything Started with an Idea

2:30 - 5:30 pm 1.1 The Abstract of My Idea.

1.2 My Idea in 3 min and 3 Slides.

Lesson 2 – Creating a Product that Brings a Solution

2.1 It is a Solution if there is a Problem Behind.

2.2 How is My Product Looking? Value Proposition Concept.

13.07.2023 - Lesson 3 – Clients and Competitors

9am -1pm 3.1 Client and End User are not the same, then Who is my Client?

3.2 Competitors are Good if we have Competitive Advantages

Lesson 4 – We need a team and funding

4.1 This is a Team's Journey.

4.2 Sources of Funding: Let's Be Creative!

Prof.ssa Anna Maria Papini
Coordinatore del Dottorato

Prof.ssa Anna Maria Papini
Organizzatore



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LECTURE TOPICS

Lesson 5 – First steps towards my Business Plan

5.1 Canvas, the Seed of My Business Plan.

5.2 There is No Gain Without Some Risk.

5.3 The Story of a Name and a Place.

14.07.2023 - Lesson 6 – My Minimal Viable Product

9 -11am 6.1 Going Out of the Building, the Only Way to Validate My Product.

Final Elevator Pitch: 5 Slides, 5 min and a Name. **Conclusions and Remarks of the Workshop.**

•**LOCATION:** 12.07: **aula 15**; 13.07 **aula 10**; 14.07 **aula 39** Blocco aule, via Gilberto Bernardini 1, Sesto Fiorentino

Join online: **12.07.2023** <https://unifirenze.webex.com/unifirenze/j.php?MTID=m9c228159924ecd253fcb51815e01a28>

13.07.2023 <https://unifirenze.webex.com/unifirenze/j.php?MTID=mbdb8a510b004ee36d43aab5550197670>

14.07.2023 <https://unifirenze.webex.com/unifirenze/j.php?MTID=me79bf81c53c92f5758d4e87a87f3018a>

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Course program and objectives

The course will be a journey from idea to a minimal viable product, initial skills of business creation and sharing the experience of the creation of Gate2Brain spin-off. In all Stages there will be Theory and Sharing Gate2Brain's Experience and Learning by Applying it to the Student's Own Ideas. Students will acquire entrepreneurial skills related to innovation and business creation.

Prerequisites: Students should bring a half-page abstract of your idea and 3 Powerpoint slides to illustrate it.

Suggested reading

Entrepreneurship: (a) The great CEO within. Matt Mochary; (b) Why startups fail. Tom Eisenmann, Ed. Currency

Innovation: (a) Innovator's Playbook. Nathan Baird, Ed. Wiley; (b) Manual Thinking. Luki Huber, Ed. Empresa Activa

Business model: Value proposition Design. Alex Osterwalder, Ed. Wiley

Management: (a) Managing for Happiness. Jurgen Appelo, Ed. Wiley

The culture map. Erin Meyer, Ed. PublicAffairs

The course will consist of 9 hours Training + 3 h Preparation, Final Elevator Pitch and Q&A Evaluation

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Meritxell Teixidó is the Chief Executive Officer and Chief Scientific Officer of the company Gate2brain, Barcelona, Spain.

Short CV

Meritxell Teixidó holds a PhD in Organic Chemistry from the University of Barcelona (UB) and an eMBA in Entrepreneurship, Innovation and International Business from UOC. At a scientific

level, her field is the synthesis of peptides and the discovery of peptides capable of crossing biological barriers and she was responsible for this research line at the IRB Barcelona during more than 15 years, where she co-directed 10 doctoral theses, published more than 50 articles and participated in 7 patents.

After dedicating more than 15 years to biomedical research at IRB Barcelona, trying to improve the arrival of drugs to the brain by crossing the blood-brain barrier that protects it, she decided to jump more barriers and be the CEO/CSO of Gate2Brain SL, in order to bring technology closer to patients, a challenge and an honor. Jumping barriers is perhaps the common thread that describes her, combining science and innovation with a new vision on leadership, for which she received the spanish Woman Startup Award 2022 - Inspiration.

Selection of the 10 most relevant publications and/or patents

1. Sánchez-Navarro, M., Giralt, E., **Teixidó, M.*** 2017, Blood-brain barrier peptide shuttles. *Curr. Opin. Chem. Biol.* 2017, 38, 134-140. 3/3
2. Sánchez-Navarro, M., **Teixidó, M.***, Giralt, E.* 2017, Jumping hurdles: Peptides able to overcome biological barriers. *Acc. Chem. Res.* 2017, 50, 1847-1854. 3/2
3. Oller-Salvia, B., Sánchez-Navarro, M., Giralt, E.*, **Teixidó, M.*** 2016, Blood-brain barrier paradigm, *Chem. Soc. Rev.*, 2016, 45, 4690-4707. 4/4
4. Oller-Salvia, B., Sánchez-Navarro, M., Ciudad, S., Guiu, M., Arranz-Gibert, P., Garcia, C., Gomis, R., Cecchelli, R., García, J., Giralt, E.*, **Teixidó, M.*** 2016, MiniAp-4: A venom-inspired peptidomimetic for brain delivery, *Angew. Chem. Int. Ed.*, 2016, 55 572-575. 11/11
5. Arranz-Gibert, P., Guixer, B., Malakoutikhah, M., Muttenthaler, M., Guzman, F., **Teixidó, M.***, Giralt, E.* 2015, Lipid bilayer crossing - the gate of symmetry. Water-soluble phenylproline-based blood-brain barrier-shuttles, *J. Am. Chem. Soc.*, 137: 7357-7364. 7/6
6. Prades, R., Oller-Salvia, B., Schwarzmaier, S. M., Selva, J., Balbi, M., Grazú, V., de la Fuente, J. M., Egea, G., Plesnila, N., **Teixidó, M.***, Giralt*, E. 2015, Applying the retro-enantio approach to obtain a peptide capable of overcoming the blood-brain barrier, *Angew. Chem. Int. Ed.* 54: 3967-3972. 11/10

7. Prades, R., Guerrero, S., Araya, E., Molina, C., Salas, E., Zurita, E., Selva, J., Egea, G., López-Iglesias, C., **Teixidó, M.**, Kogan, M.J.*, Giralt, E.* 2012, Delivery of gold nanoparticles to the brain by conjugation with a peptide that recognizes the transferrin receptor. *Biomaterials*, 33: 7194-7205. 12/10
8. Malakoutikhah, M., Prades, R., **Teixido, M.**, Giralt, E.* 2010, *N*-Methyl phenylalanine-rich peptides as highly versatile blood-brain barrier shuttles. *J. Med. Chem.*, 53: 2354-2363. 4/3
9. Malakoutikhah, M., **Teixidó, M.**, Giralt, E.* 2008, Towards an optimal BBB-shuttle by synthesis and evaluation of peptide libraries, *J. Med. Chem.*, 51: 4881-4889. 3/2
10. **Teixidó, M.**, Zurita, E., Malakoutikhh, M., Tarragó, T., Giralt, E.* 2007, Diketopiperazines as a tool for the study of transport across the blood brain barrier (BBB) and their potential use as BBB-shuttles, *J. Am. Chem. Soc.* 129: 11802-11813. 5/1