

Merck KGaA · Germany · Frankfurter Str. 250 · 64293 Darmstadt

To whom it may concern

Date 09.01.2013
Innovation & Entrepreneurship
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Merck Serono Innovation Cup 2013

Dear Ladies and Gentlemen:

Merck Serono, a division of Merck KGaA, Darmstadt, Germany, is conducting on Aug. 25-30th, 2013 the 3. *Merck Serono Innovation Cup*, a one-week training program with Merck Serono professionals.

In its third year, the Innovation Cup offers the opportunity for 30 selected postgraduate students in life sciences and business administration programs to learn about the pharmaceutical industry from experienced Merck Serono professionals, develop entrepreneurial skills and work with peers in teams to advance a novel idea into a convincing business plan during this one-week summer camp. In addition to attending the various presentations, students will work on practical business cases in the areas of Oncology, Immuno-Oncology, Autoimmunity, Osteoarthritis, Chemo- and Bio-engineering and Biochemical Sensors. A EUR 10,000 prize will be awarded by the grand jury to the team that presents the most convincing business plan.

The training programme is open to students pursuing advanced master and Ph.D. degrees, in life sciences as well as MBA students with a life science background, from all over the world. All travel and accommodation expenses will be paid for by Merck Serono.

Please note: The Merck Serono Innovation Cup is not open to US Healthcare Providers.

The 2013 event will take place in Seeheim-Jugenheim, Germany (August 25-30, 2013).

Information and application to the program are available on:

<http://innovationcup.merckserono.com> (the link will be active starting Jan. 14, 2013).

The deadline for online registration is **March 15, 2013**.

We at Merck Serono are interested to attract students from your institution to this event. We are glad that you and your institution or department are willing to support

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Rolf Krebs

Executive Board and General Partners:

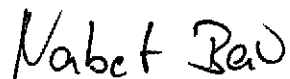
Karl-Ludwig Kley (Chairman),
Michael Becker, Kai Beckmann, Stefan Oschmann,
Bernd Reckmann, Matthias Zachert

this initiative by placing the announcement posters at prominent places and distribute the flyers to interested students. We will also provide you with PDFs of the poster and the flyer for electronic distribution via e-mail.

In case of any questions, please do not hesitate to give me a call or drop me an e-mail. We look forward to welcoming students from your institution to the Merck Serono Innovation Cup 2013!

Thank you very much for your support.

With kind regards,



(Dr. Norbert Beier)

Enclosures

Posters of the Merck Serono Innovation Cup 2013
Fliers of the Merck Serono Innovation Cup 2013

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