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## IP strategy for life science in medtech and healthtech

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### Training camp description

IP strategy for life science in medtech and healthtech helps founders understand how intellectual property can protect value, reduce risk and support investment readiness. The training camp shows how IP links to product development, ownership, market access and go-to-market decisions from an early stage.

### Key takeaways from the workshop

*Understand IP as a business asset, not only a legal topic* – IP can strengthen market position, attract investors, support partnerships and create long-term company value. For medtech and healthtech startups, patents, trademarks, design rights, trade secrets and know-how can all play different roles depending on the product, business model and stage of development.

*Secure your internal IP position early* – Founders need clarity on what the company has created, what should be protected, and who owns it. IP ownership is especially important when inventions involve employees, consultants, universities or hospitals. Clear agreements, proper assignment of rights and early documentation reduce risk and make the company more due diligence ready.

*Know the external IP landscape and adapt your strategy* – A strong IP strategy is not only about your own rights, but also about understanding the rights of others. Startups need to assess competitors, identify relevant patents and consider freedom to operate before entering a market. IP strategy should be reviewed over time and aligned with technical development, financing plans and commercial priorities.

### Best practices

*Build IP review into company routines* – Set aside regular time to review inventions, new data, publications, collaborations and competitive developments. Decide what should remain trade secret, what should be patented and what needs contractual protection. This helps founders act before important value is exposed or lost.

*Put ownership and confidentiality in writing from day one* – Use employment agreements, consultancy contracts, collaboration agreements and NDAs to clarify who owns what and how information may be shared. This is especially important in companies working with external researchers, clinical partners or technical consultants.

*Patent before you publish, and connect IP to milestones* – Public disclosure can destroy patent opportunities, so founders should assess patentability before presenting results, abstracts or product details. At the same time, IP investments should follow the company's priorities: protect the assets that matter most for future financing, differentiation and market entry.