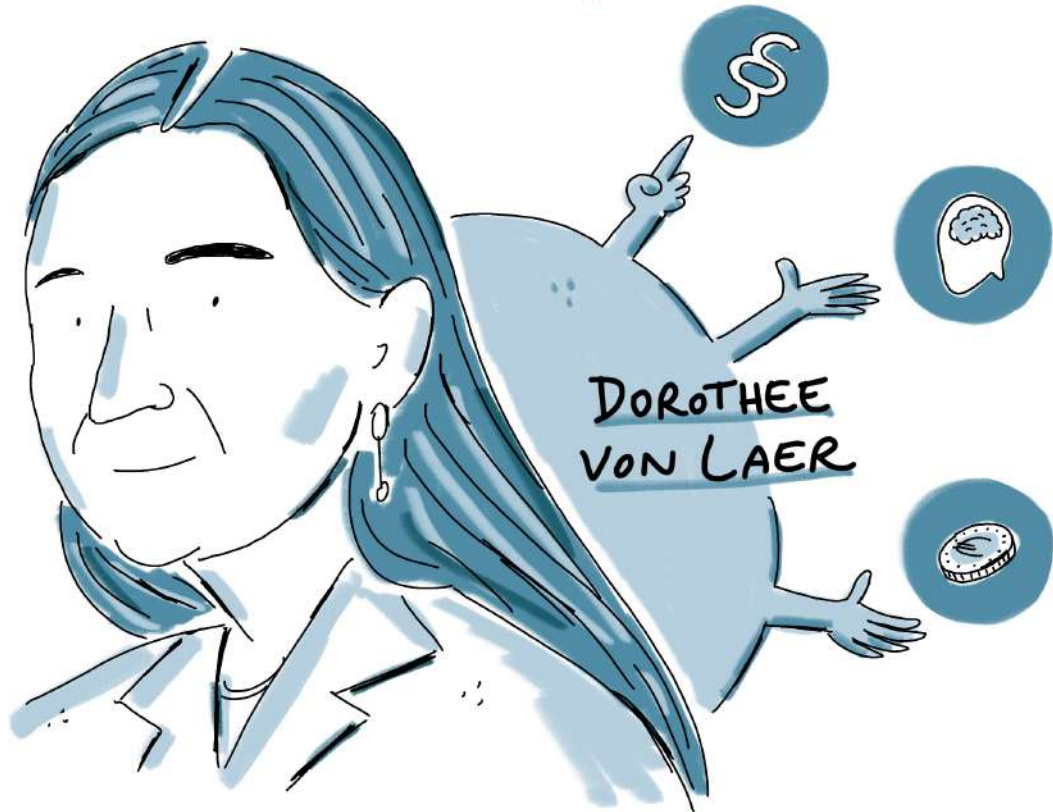


ViraTherapeutics





I WANT MEDLIFELAB TO BECOME A PLACE
THAT **SUPPORTS AND GUIDES** INNOVATORS
THROUGHOUT THEIR JOURNEY ...



... BECAUSE 15 YEARS AGO, WHEN I
PLANNED TO START A **MEDICAL START-UP**,
NO ONE AT THE UNIVERSITY UNDERSTOOD
WHAT IT TOOK.



WE DIDN'T HAVE ACCESS TO **CORE FACILITIES**, SO WE RENTED AN OLD OFFICE BUILDING AND FURNISHED IT WITH LAB EQUIPMENT THAT WAS DESTINED FOR THE JUNKYARD.



TO SECURE **FUNDING** WAS ALSO
DIFFICULT. I INITIALLY INVESTED
MY OWN MONEY.



IN AUSTRIA, THERE'S A **SIGNIFICANT GAP**
BETWEEN APPLIED RESEARCH AND CLINICAL
PRODUCT DEVELOPMENT. WITHOUT AN
INDUSTRY PARTNER THIS GAP CAN FEEL
NEARLY IMPOSSIBLE TO BRIDGE.



IN THE END, OUR START-UP **VIRAT** BECAME
SUCCESSFUL, ESPECIALLY BECAUSE OF OUR
COLLABORATION WITH BOEHRINGER
INGELHEIM THAT, IN THE LONG RUN,
ACQUIRED THE COMPANY.



TODAY, IT IS MUCH EASIER FOR INNOVATORS!
AT MEDLIFELAB YOU WILL GET **EXPERT GUIDANCE**
TO CHALLENGE BUREAUCRATIC HURDLES, ACCESS
TO CORE FACILITIES, AND, MOST IMPORTANTLY,
CONNECTION TO A **STRONG NETWORK!**



INNOVATORS DON'T FIT INTO MOLDS!
AT MEDLIFELAB EACH PROJECT RECEIVES
INDIVIDUAL SUPPORT TO DRIVE FORWARD
MEDICAL INNOVATIONS THAT TRULY
BENEFIT HUMANITY!