

The background of the slide is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

13TH ANNUAL BIOTECHNOLOGY ENTREPRENEURSHIP BOOT CAMP

SUNDAY JUNE 18TH & MONDAY JUNE 19TH

Aligning Objectives & Concerns
Customer = Investor = Acquirer

*A poorly planned and ill-provisioned
journey **↑** probability of failure*

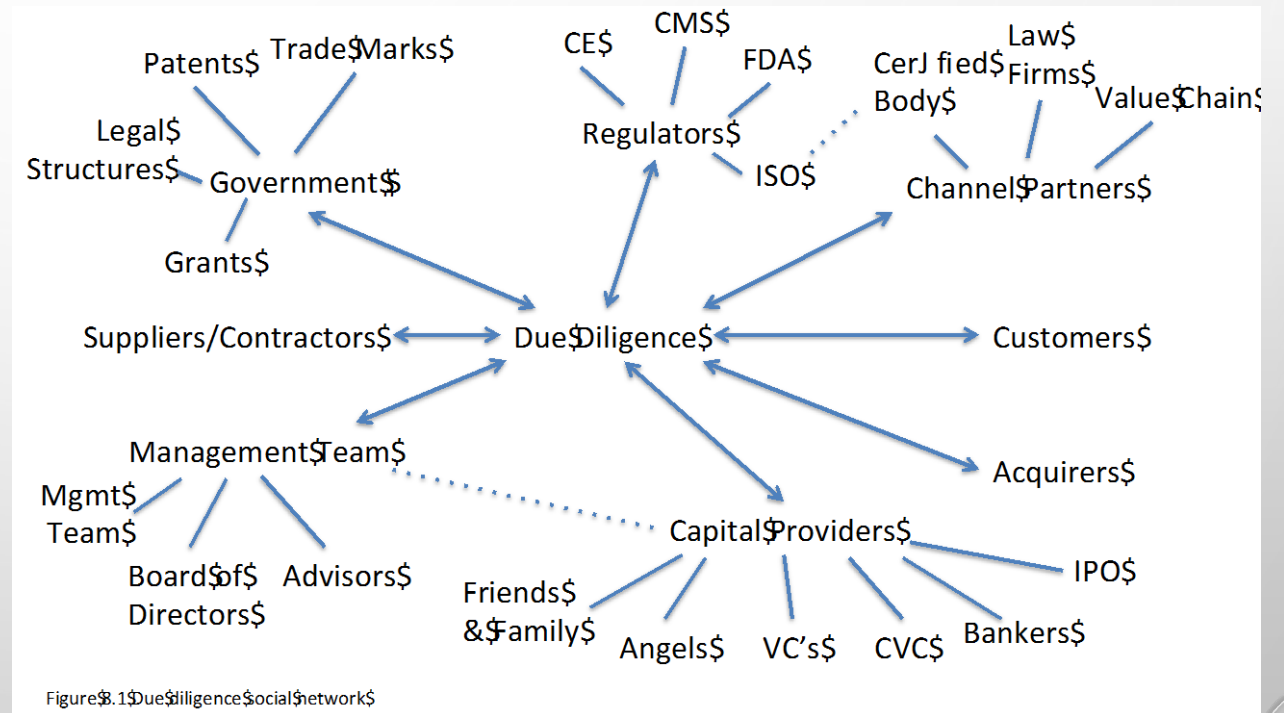
DETERMINE IF THE TECHNOLOGY IS A PROJECT, PRODUCT OR COMPANY

ADDRESS THE BUSINESS PLAN INGREDIENTS W/ SUB-TOOLS:

- INTELLECTUAL PROPERTY STRATEGY
- REIMBURSEMENT AND PRICING STRATEGY
- REGULATION AND CLINICAL STRATEGY
- PLANNING THE MARKETING AND R&D INTERFACE
- CAPITALIZATION OF THE VENTURE
- CHANGING PRICING MODELS (TUESDAY)

INGREDIENT SKILLS ARE FOLLOWED BY MORE COMPLEX RELATIONSHIPS TO BUILD REPUTATION

- BUILDING THE ENTREPRENEURIAL TEAM
- CREATING A PITCH BOOK THAT INDUCES EXCITEMENT
- WORKING WITH THE MEDIA
- LEARNING TO LICENSE & PARTNER
- FORMING STRATEGIC ALLIANCE
- CORPORATE GOVERNANCE
- DUE DILIGENCE SUPPORT YOUR STORY



OUR CEO'S EXPRESS THE DECISIONS REQUIRED AT DIFFERING PHASES OF THE JOURNEY

FOUNDING TO SEED

- JON WILENSKY – BRAYKION, INC.

SEED TO EARLY-STAGE & BEYOND

- TOM HALLAM – LEADING BIOSCIENCES, INC.
- MICHAEL KAMDAR – MOLECULAR ASSEMBLIES

OUR PANELS ADVISED CEO'S TO MATCH VALUE EXPRESSION TO CONSTITUENT NEEDS

BRINGING IN THE ANGELS

- STEVE FLAIM
- LARRY STAMBAUGH

FEEDBACK VIEWS

- L. STAMBAUGH – APERCU PARTNERS
- S. FLAIM – TECH COAST ANGELS
- S. FERGUSON – NIH
- S. FERGUSON – NIH
- J. FOLEY – AQUA PARTNERS
- D. SMITH – PEPPER HAMILTON
- D. GROSS – PA DRUG INSTITUTE
- C. GALLAGHER – NEA
- B. CHEN – IGNATIUS TRANSACTIONS
- M. MALANDRO – PITT
- E. SHOIZAKI – NOVO VENTURES
- R. SONI – CELLULAR LOGISTICS
- M. GUNN - NPR

VENTURE CAPITAL IS AN INSTITUTIONALIZED SEARCH FOR OUTLIERS — KIM KAMDAR

Planning & Navigational Tools To ↓ risk ↓ \$

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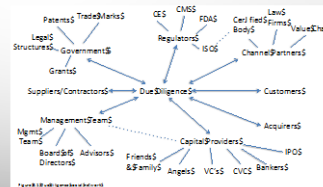
OFFER SPECIAL TOPICS TO HELP YOU ANTICIPATE THE FUTURE

- INDUSTRY SPECIFIC VIEW
 - EMERGING BIOTECHNOLOGY BUSINESS MODELS (TUESDAY)
- EMERGING TOPICS
 - APPLICATION OF LEAN AND AGILE PRINCIPLES (TUESDAY)
- MARKET CYCLE OR VALUE CHAIN SHIFTS
 - PRICING OF BIOTECHNOLOGY PRODUCTS (TUESDAY)

Complex Relationships to Build Reputation

INGREDIENT SKILLS ARE FOLLOWED BY MORE COMPLEX RELATIONSHIPS TO BUILD REPUTATION

- BUILDING THE ENTREPRENEURIAL TEAM
- CREATING A PITCH BOOK THAT INDUCES EXCITEMENT
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Real-world CEO's Share Gray Space Decisions

OUR CEO'S EXPRESS THE DECISIONS REQUIRED AT DIFFERING PHASES OF THE JOURNEY

OUR PANELS ADVISED CEO'S TO MATCH VALUE EXPRESSION TO CONSTITUENT NEEDS

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