

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.

# 13<sup>TH</sup> ANNUAL BIOTECHNOLOGY ENTREPRENEURSHIP BOOT CAMP

SUNDAY JUNE 18<sup>TH</sup> & MONDAY JUNE 19<sup>TH</sup>

# *Aligning Objectives & Concerns*

## *Customer = Investor = Acquirer*

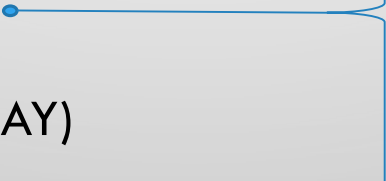
Targeting your investor

- Fund Charter
- Timing/Age of Fund
- Find Sponsor/Advocate
- Value of Deal to Fund

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

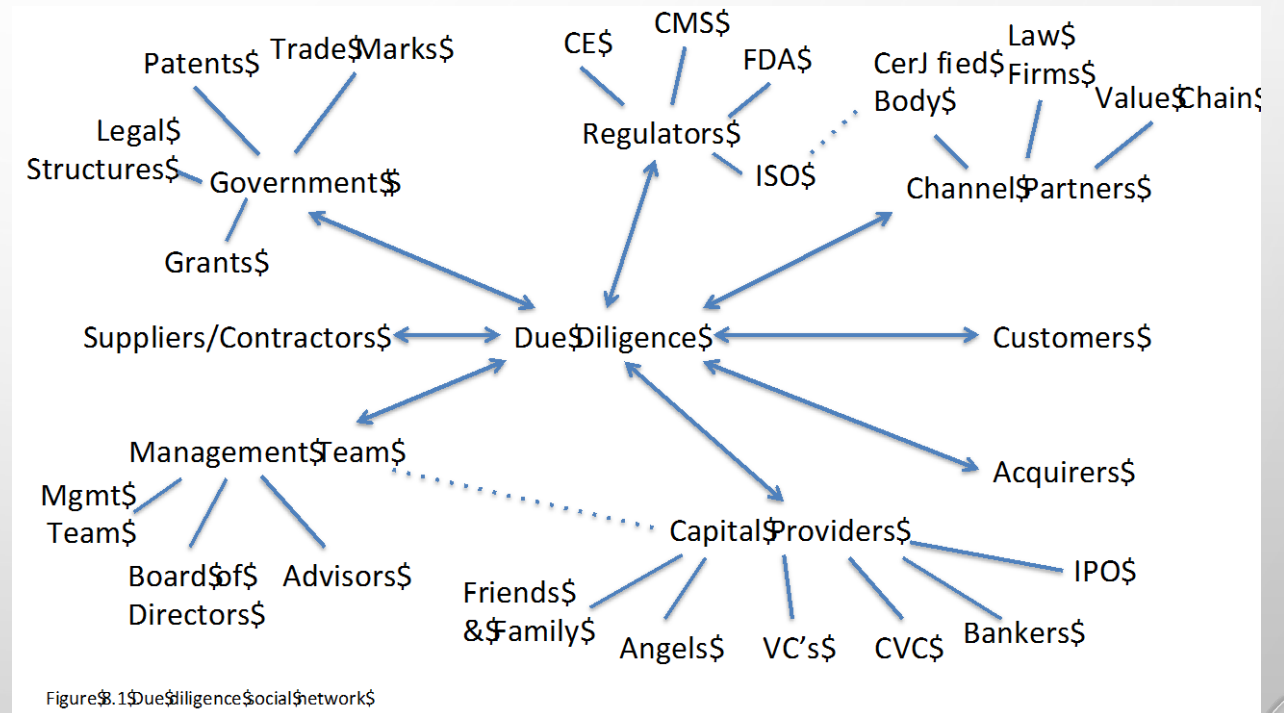
# DETERMINE IF THE TECHNOLOGY IS A PROJECT, PRODUCT OR COMPANY

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)
- LEGAL STRUCTURES
  - VALUATIONS & CAP TABLES
  - THE VC VETTING PROCESS
  - KNOW YOUR NUMBERS
- 

# 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

# 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)



# VENTURE CAPITAL IS AN INSTITUTIONALIZED SEARCH FOR OUTLIERS — KIM KAMDAR

## Planning & Navigational Tools To ↓ risk ↓ \$

DETERMINE IF THE TECHNOLOGY IS A PROJECT, PRODUCT OR COMPANY

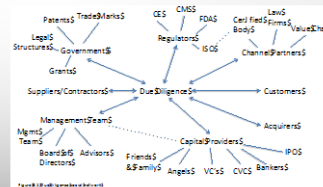
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## Complex Relationships to Build Reputation

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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