

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. The main text is centered in the upper half of the slide.

15TH ANNUAL BIOTECHNOLOGY ENTREPRENEURSHIP BOOT CAMP

SUNDAY JUNE 2ND & MONDAY JUNE 3RD

Aligning Objectives & Concerns
Customer = Investor = Acquirer

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

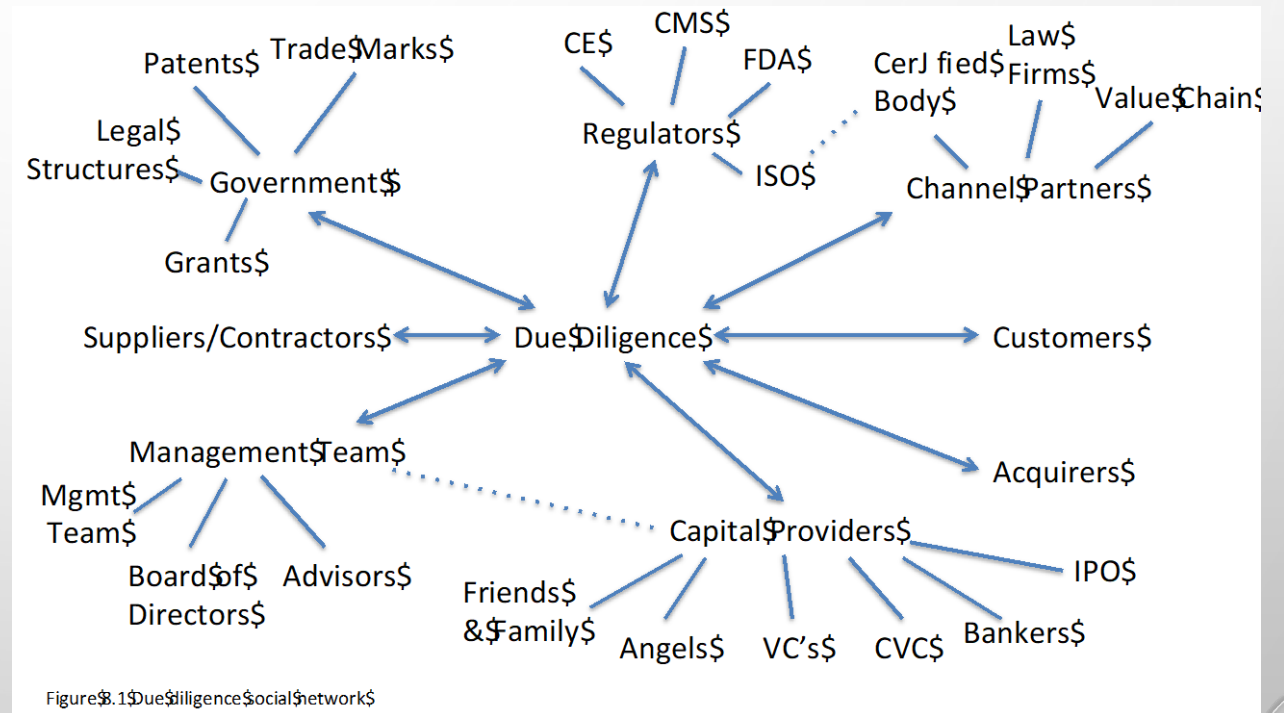
DETERMINE IF THE TECHNOLOGY IS A PROJECT, PRODUCT OR COMPANY

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 AND IP PYRAMID
- CAPITALIZATION OF THE VENTURE

INGREDIENT SKILLS ARE FOLLOWED BY MORE COMPLEX RELATIONSHIPS TO BUILD REPUTATION

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



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

FOUNDING TO SEED

- D. CULLEN – INNERVACE
- M. NARAYANAN – PEPVAX
- M. NELSON – INTROMMUNE THERAPEUTICS

SEED TO EARLY-STAGE & BEYOND

- S. NICHTBERGER – CABALETTA BIO
- J. GIBSON – ARIEL PRECISION MEDICINE
- J. MARRAZZO – SPARK THERAPEUTICS

FEEDBACK VIEWS

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

- W. DICICCO – BOARD ADVANTAGE
- S. FERGUSON – NIH
- J. FOLEY – AQUA PARTNERS
- D. GROSS – PA DRUG INSTITUTE
- K. DOYLE– SAUL EWING
- M. GUNN – NPR
- T. JAMBULINGHAM – ST JOSEPH'S UNIVERSITY
- J. JORDAN – CMU
- V. LEE – AQUA PARTNERS
- D. SMITH – PEPPER HAMILTON
- R. MILLER – PEPPER HAMILTON
- H. SAFFERSTEIN – COGNITION
- D. LIN – BIOLOGICS CONSULTING
- R. WANERMAN - EPSTEIN BECKER & GREEN
- W. WU – BOE VENTURES

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

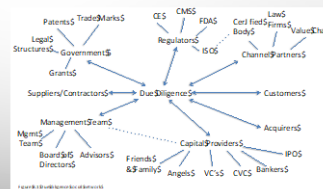
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- INTELLECTUAL PROPERTY STRATEGY
- REIMBURSEMENT AND PRICING STRATEGY
- REGULATION AND CLINICAL STRATEGY
- PLANNING THE MARKETING AND R&D INTERFACE
- CAPITALIZATION OF THE VENTURE
- CHANGING PRICING MODELS (TUESDAY)

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
- WORKING WITH THE MEDIA
- LEARNING TO LICENSE & PARTNER
- FORMING STRATEGIC ALLIANCE
- CORPORATE GOVERNANCE
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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

BRINGING IN THE ANGELS

- EDWARD ROSS
- AMY SIEGEL

FEEDBACK VIEWS

- A. SIEGEL – SZN HEALTH
- S. FERGUSON – NIH
- J. FOLEY – AQUA PARTNERS
- D. GROSS – FA DRUG INSTITUTE
- B. CHEN – IGNATIUS TRANSACTIONS
- K. DOYLE – SAUL EWING
- M. GUNN – NPR
- T. JAMBUNINGHAM – ST JOSEPH'S UNIVERSITY
- E. ROSS – MASSMEDICAL ANGELS
- J. JORDAN – CHU
- D. SMITH – PEPPER HAMILTON
- C. GALLAGHER – NEA
- R. MILLER – PEPPER HAMILTON
- H. SAFFERSTEIN – COGNITION
- D. LIN – BIOLOGICS CONSULTING