



# **16th Annual Biotechnology Entrepreneurship Boot Camp**

June 12-13, 2022

San Diego Convention Center

# **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

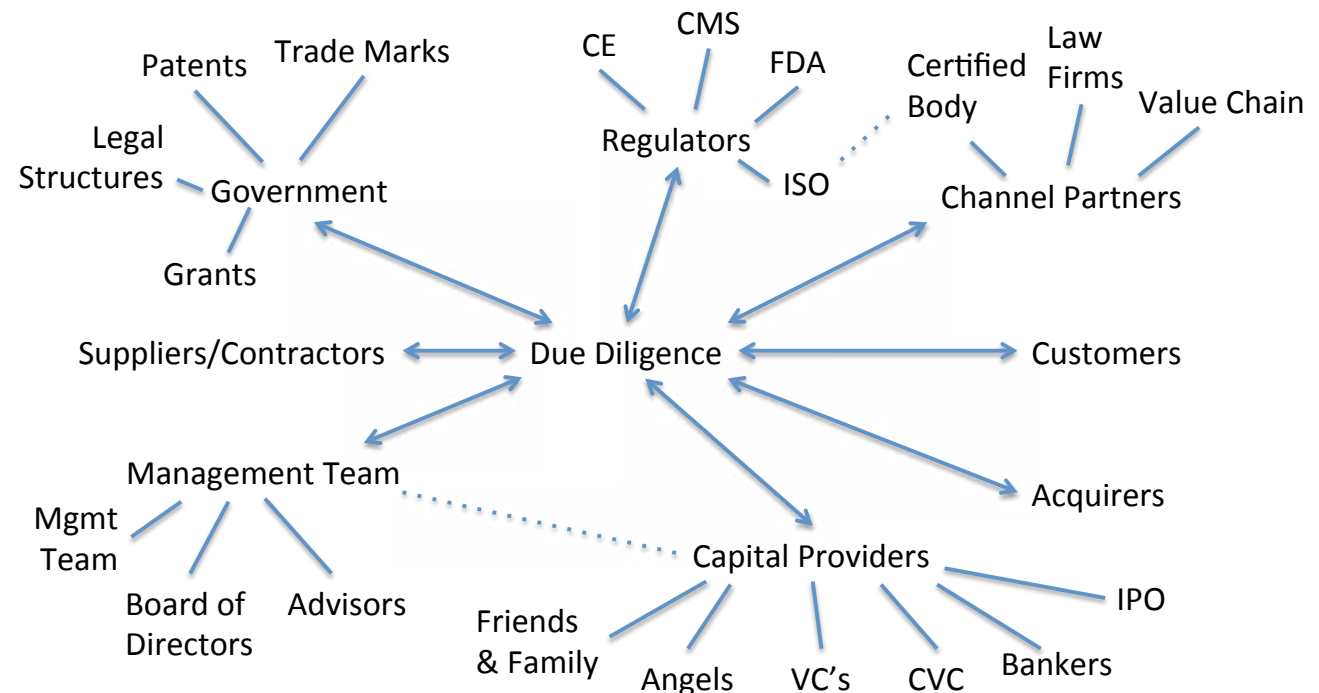
## Address the business plan ingredients using the bio toolbox

- 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 through partnering and venture capital



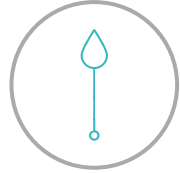
# Ingredient skills are followed by more complex relationships to build reputation

- 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 CEOs express the decisions required at differing phases of the journey

## Founding to Seed



- TBD
- TBD
- TBD

## Seed to Early-stage & Beyond



- TBD
- TBD
- TBD

## FEEDBACK VIEWS

# Our panel advised CEOs to match Value Expression to Constituent Needs

- Jessica Gibson, Ariel Medicine
- S. Ferguson, NIH
- J. Foley, Aqua Partners
- D. Gross, The DMG Consultancy, LLC
- K. Doyle, Saul Ewing
- M. Gunn, NPR
- T. Jambulingham, St Joseph's University
- J. Jordan, StraTactic
- V. Lee, Aqua Partners
- D. Smith, Troutman Pepper
- D. Lin, TS Pharma Experts
- R. Wanerman, Epstein Becker & Green
- J. York, Akita Biomedical, UCSD
- B. Chen, Panacea Healthcare
- R. Doshi, Omnisync





# The Boot Camp Organizing Team

## National Co-Chairs

### **James F. Jordan, MBA, CHT**

President, StraTactic  
Distinguished Service Professor  
of Healthcare and Biotechnology  
Management, Heinz College,  
Carnegie Mellon University

### **Dennis Gross, Ph.D**

Managing Director,  
The DMG Consultancy

### **Kathryn Doyle, Ph.D, JD**

Partner, Saul Ewing Arnstein &  
Lehr LLP

### **Jessica Gibson, MBA**

CEO & Co-founder  
Ariel Precision Medicine

### **Rupak Doshi, Ph.D**

CEO, OmniSync Incorporated

### **John York, PharmD., MBA**

CEO Akita Biomedical  
Lecturer, UCSD  
Adjunct Professor Rutgers

### **Arthur Boni**

Distinguished Career Professor of  
Entrepreneurship Emeritus Tepper  
Business School, Carnegie Mellon  
University  
Editor in Chief, Journal of  
Commercial Biotechnology

### **Stephen M. Sammut, DBA**

Senior Fellow, Health Care  
Management and Lecturer,  
Entrepreneurship, Wharton  
School, University of Pennsylvania

# Accessing the materials

<https://www.bootcamp.bio>



# Time for our Keynote Speaker!

## **Jessica Gibson**

Chief Executive Officer, Ariel Medicine

## **Moderator – Moira Gunn**

NPR, Professor and Director, Bio-entrepenuership  
University of San Francisco