



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

**SUNDAY JUNE 2<sup>ND</sup> & MONDAY JUNE 3<sup>RD</sup>**

**PHILADELPHIA CONVENTION CENTER**



The slide features a light gray background with a subtle gradient. In the top-left and bottom-right corners, there are clusters of realistic water droplets of various sizes, some with highlights and shadows, giving them a three-dimensional appearance. The text is centered in the middle of the slide.

# *Aligning Objectives & Concerns*

## *Customer = Investor = Acquirer*

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

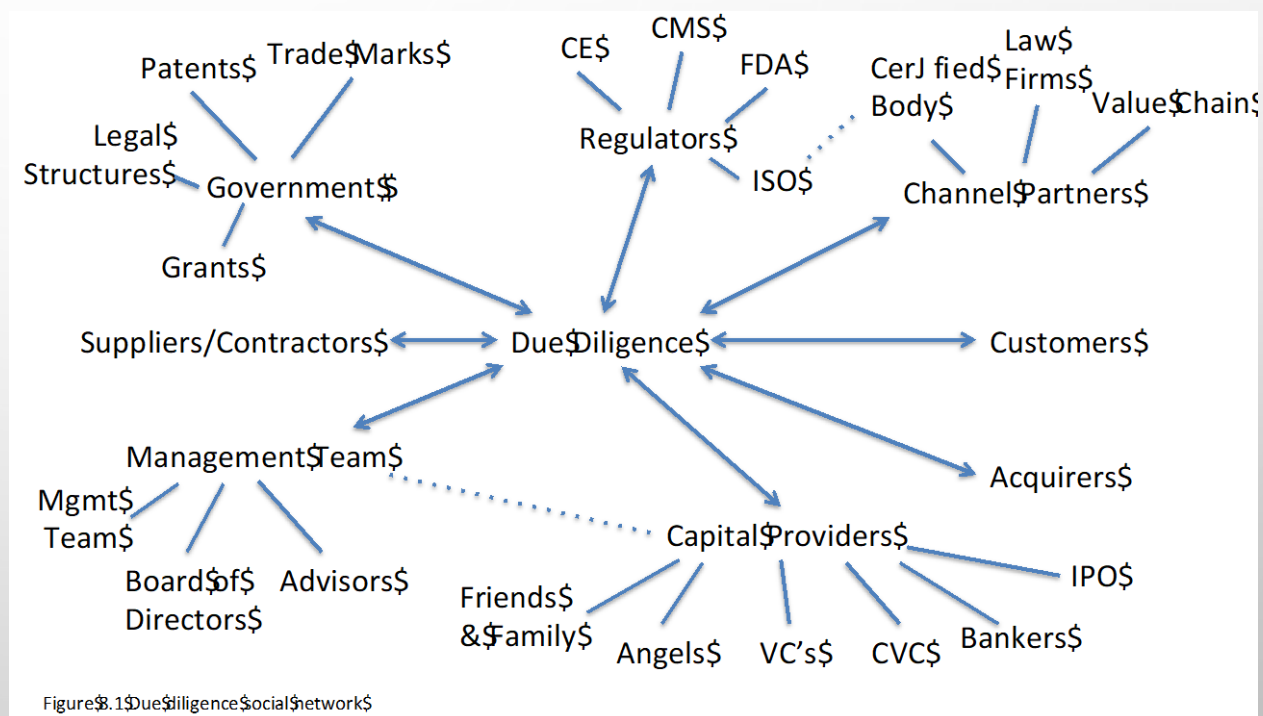
# DETERMINE IF THE TECHNOLOGY IS A PROJECT, PRODUCT OR COMPANY

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 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

KIM KAMDAR

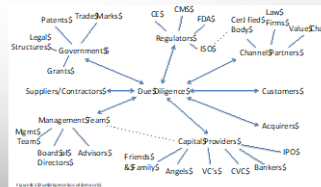
↓ risk ↓ \$

ADDRESS THE BUSINESS PLAN INGREDIENTS W/ SUB-TOOLS:

- CHANGING PRICING MODELS (TUESDAY)

## 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



# Gray Space Decisions

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

- EDWARD ROSS
- AMY SIEGEL

- E. ROSS – MASSMEDICAL ANGELS

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





# THANKS TO OUR SPONSOR

- PEPPER HAMILTON, LP

# THE BOOT CAMP ORGANIZING TEAM

## Boot Camp Co-Chairs

### National Co-Chair

**Dennis Gross, MS, PhD**  
CEO, Pennsylvania Drug  
Discovery Institute at the  
Pennsylvania Biotechnology  
Center

### National Co-Chair

**James F. Jordan, MBA,  
CHT**  
President & CEO, Pittsburgh  
Life Sciences Greenhouse  
Distinguished Service  
Professor in Healthcare &  
Biotechnology Management,  
Carnegie Mellon University

### Local Co-Chairs

**Wendy DiCicco**  
Board Member, Carmell  
Therapeutics

**Kathryn Doyle PhD, JD**  
Partner, Saul Ewing Arnstein &  
Lehr

**Harold Safferstein, PhD, JD,  
MBA**  
Senior Vice President, Corporate  
Development, Cognition  
Therapeutics

### National Co-Chair Emeritus

**Arthur A. Boni, PhD**  
John R. Thorne Distinguished  
Career Professor of  
Entrepreneurship Emeritus,  
Tepper School of Business,  
Carnegie Mellon University  
Editor in Chief, Journal of  
Commercial Biotechnology

### National Co-Chair Emeritus

**Stephen M. Sammut, MBA**  
Senior Fellow, Health Care  
Management and Lecturer,  
Entrepreneurship, Wharton  
School, University of  
Pennsylvania

### BIO Coordinators

**Sarah Arth, CAE**  
Vice President, Education  
Biotechnology Innovation  
Organization

**Sarah Maki**  
Manager, Education  
Biotechnology Innovation  
Organization

**Jocelyn Moratzka**  
Coordinator, Education  
Biotechnology Innovation  
Organization



# ACCESSING THE MATERIALS

- [WWW.BOOTCAMP.BIO](http://WWW.BOOTCAMP.BIO)

# TIME FOR OUR KEYNOTE SPEAKER

- JEFFREY D. MARRAZZO, MBA, MPA
  - CHIEF EXECUTIVE OFFICE, SPARK THERAPEUTICS, INC.
- INTRODUCED BY KATHRYN DOYLE, PHD, JD
  - PARTNER, SAUL EWING ARNSTEIN & LEHR