



**Biotechnology**  
Innovation Organization

June 4–5, 2023

#BIO2023  
#StandUpForScience

# Biotechnology Entrepreneurship Boot Camp

Presented by:

James Jordan, MBA, CHT  
President & CEO, StraTactic Inc

*BIO Recognizes Course Sponsor:*



**McDonnell Boehnen  
Hulbert & Berghoff LLP**  
Intellectual Property Law

# **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

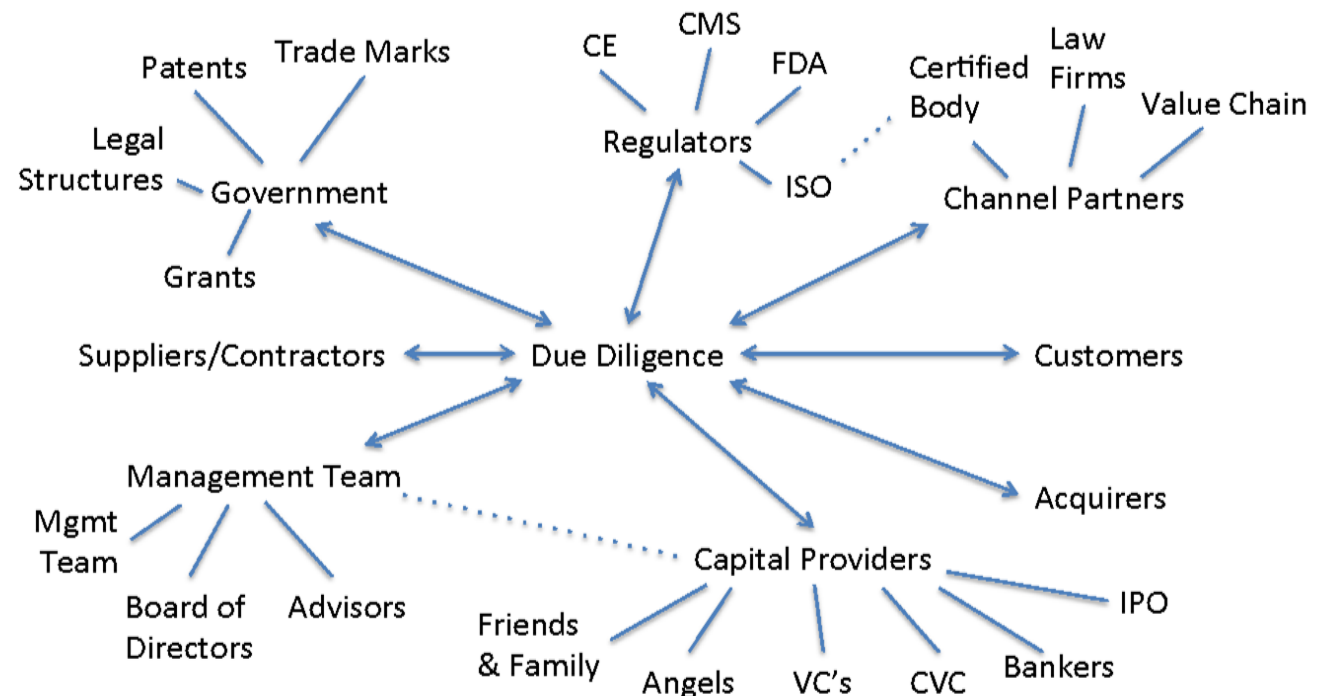
## Address the business plan ingredients using the bio toolbox

- 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



**Third Pole Therapeutics**

**Cairn Surgical**

**Craniosense, Inc.**

**Rubik Therapeutics**

**Cerberus Therapeutics**

## FEEDBACK VIEWS

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

- Jessica Gibson, Ariel Medicine
- S. Ferguson, NIH
- J. Foley, Aqua Partners
- M. Shepard, Medi-Vantage
- P. Gattari, McDonnell Boehnen Hulbert & Berghoff
- M. Gunn, NPR
- T. Jambulingham, St Joseph's University
- Kristina Zakurdaeva, Incuron
- Yury Kukushin, Managing Director JDRF T1D Fund
- J. Jordan, StraTactic
- V. Lee, Aqua Partners
- D. Smith, DLA Piper LLP
- D. Lin, TS Pharma Experts
- R. Wanerman, Epstein Becker & Green
- J. York, Akita Biomedical, UCSD
- B. Chen, Panacea Healthcare
- Sally Wang, Viva BioInnovator
- Elmira Safarova, Rarus Health

# “Venture capital is an institutionalized search for outliers”

Kim Kamdar

## Planning & navigational tools to ↓ risk ↓ \$

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## Complex relationships to build reputation

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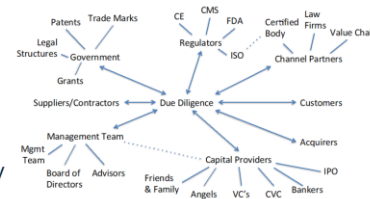


Figure 1.1 Due diligence network

## Real-world CEOs share gray space decisions

### Our CEOs express the decisions required at differing phases of the journey

Founding to Seed



Seed to Early-stage & Beyond



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# The Boot Camp Organizing Team

## National Co-Chairs

### James Jordan

President, StraTactic, Inc.  
Managing Director, Healthcare Data Center

### Thani Jambulingham, PhD

Professor & Arrupe Center Research Fellow  
Saint Joseph's University

## Regional Co-Chairs

### Maria Shepard

President, Medi-Vantage

### Kristina Zakurdaeva, M.D. PhD

President, Incuron

## Our Founders

### Arthur Boni

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

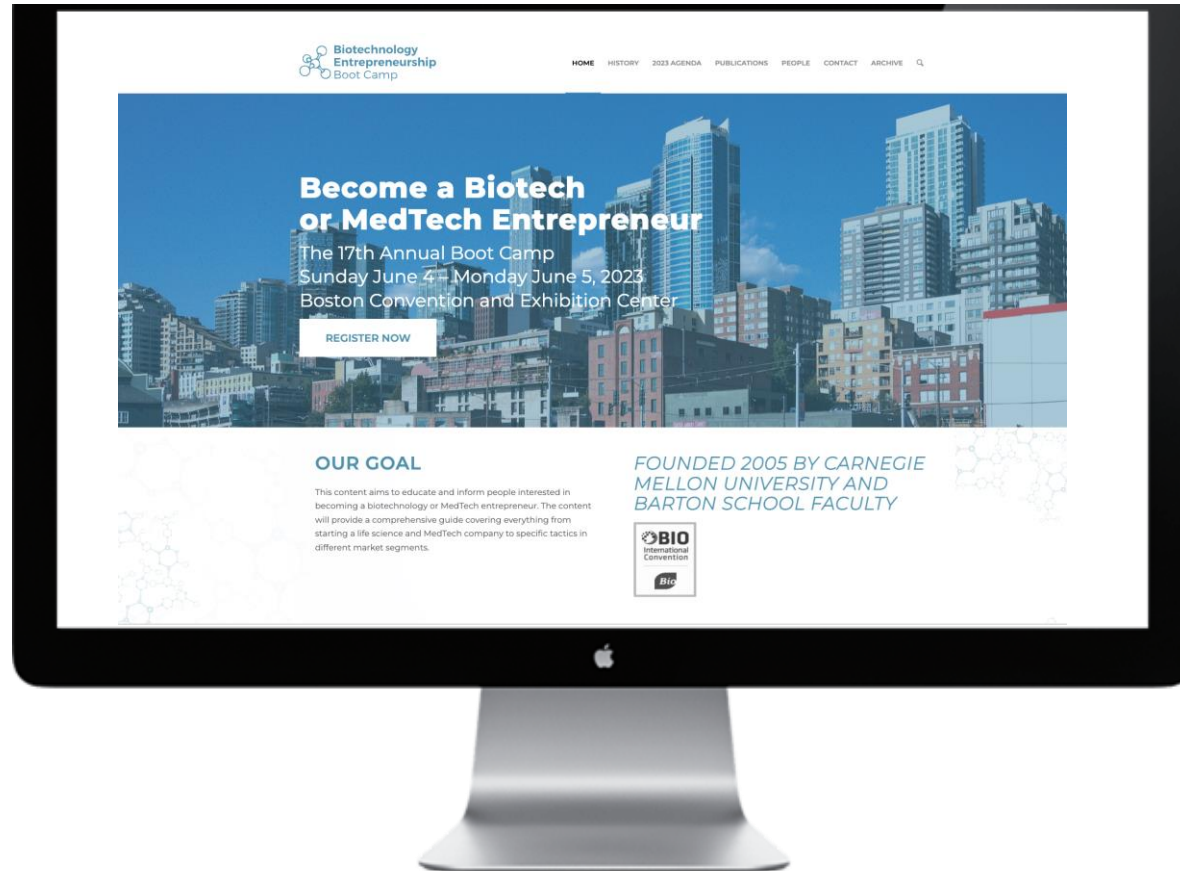
### Stephen M. Sammut, DBA

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!



**Kathy Bowdish PhD**

PIC Therapeutics

Chief Executive Officer