



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**

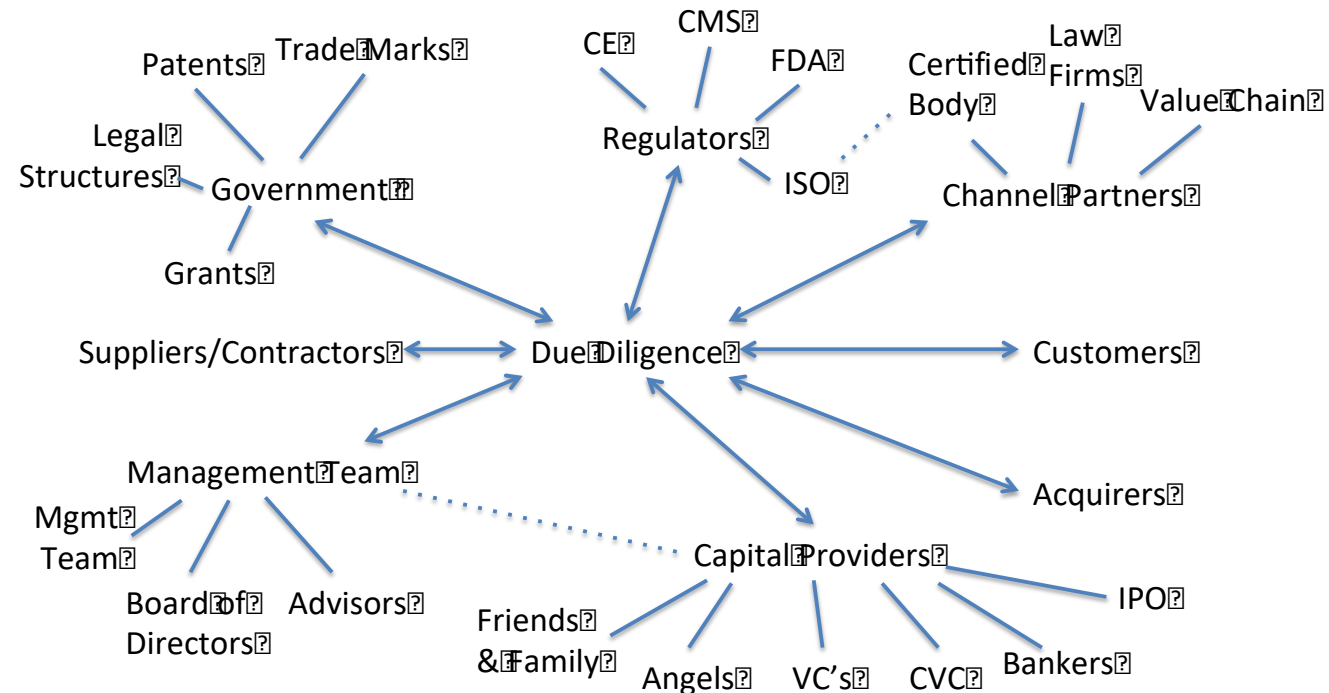
Determine if the technology is a project, product or company

Address the business plan ingredients with 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 CEOs express the decisions required at differing phases of the journey



Third Pole Therapuetics

Cairn Surgical

Craniosense, Inc.

Rubik Therapuetics

Cerberus Therapuetics

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 ↓ \$

Complex relationships to build reputation

Real-world CEOs share gray space decisions

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



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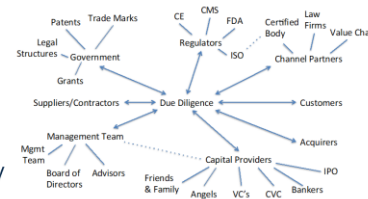


Figure 1.1 Due diligence network

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

Founding to Seed



Seed to Early-stage & Beyond



FEEDBACK VIEWS

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Thank you