

Become a Biotech or MedTech Entrepreneur

Agenda Planning for 2024

Course will begin at 8:30 am Saturday, June 1, 2024, and 8:30 am Sunday, June 2, 2024

Saturday, June 1, 2024, Program Schedule		Start Time	Time
Session 1: Opening Remarks, Program Overview	National Co-Chair: James Jordan, MBA, CHT	8:30 am	30 minutes
SESSION 2: Crafting an Exit Strategy to Satisfy Stakeholders Identifying optimal exit timing and valuation while balancing stakeholder interests of customers, investors, and acquirers.	Moderator and Lecturer: James Jordan, MBA, CHT	9:00 am	30 minutes
SESSION 3: Assessing if You Have a Project, Product or Fundable Company This session provides a framework for determining whether your company is a project, product, or platform based on IP foundations. Projects offer incremental improvements suited for licensing. Products enhance existing solutions but face adoption barriers. Fundable companies launch new categories poised for investment. We explore how these categories impact commercial potential and strategic value.	Moderator and Lecturer: John York, PhD	9:30 am	45 minutes
Break		10:15 am	15 Minutes
Session 4: Crafting Winning Business Plans and Investor Pitches Covers best practices for creating compelling business plans and investment pitches tailored to audience needs, including problem/solution messaging, business model viability, team expertise and presentation tips. The session provides a framework for developing a pitch to investors/partners, and the essentials of a business plan.	Moderator and Lecturer: Benjamin Chen, PhD	10:30 am	45 minutes
SESSION 5: Translating Strategy into Execution with a Target Product Profile (TPP) Details how a Target Product Profile bridges strategy and execution by outlining product specifications to meet clinical, customer, and market needs while aligning development, regulatory, pricing, IP, and commercialization efforts. This session provides the format and walks the student through how to prepare one for their firm.	Moderator and Lecturer: Thanigavelan Jambulingam, PhD	11:15 am	45 minutes
Lunch		12:00 pm	60 minutes
SESSION 6: Navigating Coding Systems and Optimizing Pricing and Reimbursement Reviews coding frameworks and pricing dynamics in regulated markets to equip entrepreneurs with knowledge on analyzing pricing potential, securing reimbursement, and planning profitable pricing strategies.	Moderator and Lecturer: Robert Wanerman, JD, MPH	1:00 pm	45 minutes

<p>SESSION 7: Demystifying Regulatory Pathways for Market Entry Simplified overview of market entry requirements, highlighting product classification, clinical trial pathways, regulatory timelines/submissions, and tools like Product Development Plans to enable informed strategic planning.</p>	<p>Moderator and Lecturer: David T. Lin PhD</p>	<p>1:45 pm</p>	<p>45 minutes</p>
Break			
<p>SESSION 8: Intellectual Property Mastery: From Fundamentals to Strategic Defense Actionable best practices around patents, IP strategy development, and communicating IP value to safeguard inventions, gain exclusivity, attract funding, and sustain competitive positioning.</p>	<p>Moderator and Lecturer: James Jordan, MBA, CHT</p>	<p>2:30 pm 2:45 pm</p>	<p>15 minutes 45 minutes</p>
<p>Session 9: Expert Q&A - Applying Frameworks to Your Venture An interactive forum to get targeted advice from seasoned industry veterans on applying covered methodologies/frameworks to address participants' specific innovation challenges.</p>	<p>Moderator: Thanigavelan Jambulingam, PhD</p> <p>Panel Members: Benjamin Chen, PhD David T. Lin PhD Robert Wanerman, JD, MPH</p>	<p>3:30 pm</p>	<p>30 minutes</p>
<p>SESSION 10: Building an Effective Board and Managing the Relationship Guidance on best practices for composing and leveraging boards of directors to effectively govern startups, emphasizing mutually accountable culture, balanced compositions, and navigating governance complexities.</p>	<p>Moderator and Lecturer: Thanigavelan Jambulingam, PhD</p>	<p>4:00 pm</p>	<p>30 minutes</p>
<p>SESSION 11: De-Risking through Strategic Alliances Illustrates how startups can enhance credibility, accelerate momentum, and reduce perceived risk by strategically "borrowing" established brands' reputations via complementary partnerships.</p>	<p>Moderator and Lecturer: Kristina Zakurdaeva, MD, PhD</p>	<p>4:30 pm</p>	<p>30 minutes</p>
<p>Session 12: Developing Your Investment Pitch (Homework) Assignment to craft a compelling investment pitch based on covered fundraising best practices and receive expert feedback.</p>	<p>James Jordan, MBA, CHT</p>	<p>5:15 pm</p>	<p>15 minutes</p>

Sunday, June 2, 2023, Program Schedule		Start Time	Time
<p>Session 13: Session 13: Presenting Your Pitch for Expert Feedback</p> <p>Entrepreneurs present their full investment pitch developed as homework to get direct input from industry experts and investors in an interactive workshop format.</p>	<p>National Co-Chair: James Jordan, MBA, CHT</p>	8:30 am	30 minutes
<p>SESSION 14: Building an Entrepreneurial Management Team</p> <p>Explores team assembly challenges across startup stages through CEO and VC perspectives, emphasizing how executive team building and evolution impact funding decisions and the probability of success.</p>	<p>Moderator: John York, PharmD, MBA</p> <p>David H. Crean, MBA Cardiff Advisory, LLC</p> <p>Westbrook Weaver, PhD Founder, Chief Executive Officer Tempo Therapeutics, Inc www.tempothera.com</p> <p>Patrik Schmidle CEO and Founder Cari Health</p> <p>David Smith, JD</p> <p>Stephanie Marrus</p>	9:00 am	60 minutes
Break		10:00 am	15 minutes
<p>SESSION 15: Building Your Capitalization Strategy</p> <p>Details early startup financing instruments and sources, including grants, angels, VCs, and partnerships. Reviews how to strategically fund innovation by understanding the motivations of diverse investor types.</p> <ul style="list-style-type: none"> - Non-Dilutive Funding – NIH - Angels - Corporate Venture Capital - Venture Capital - Corporate Partners 	<p>Moderator: Thanigavelan Jambulingam, PhD</p> <p>Faculty:</p> <p>Steven M. Ferguson, MBA, CLP</p> <p>David Smith, JD</p> <p>James E. Foley, PhD</p> <p>Craig Shimasaki, PhD, MBA</p> <p>Kristina Zakurdaeva, MD, PhD</p>	10:15 am	60 minutes

<p>SESSION 16: Pre-seed/Seed Funding Pitch</p> <p>Entrepreneurs pitch and get feedback from investor panel on expectations, objections and handling early startup fundraising and valuation dynamics.</p>	<p>Moderator: Mike Lemcke</p> <p>Presenting Company: Carlos Munoz Founder, ReBlood RX</p> <p>Panel Members: Eddie Chung, MS CEO, COASTAR Therapeutics, Inc.</p> <p>Lu Yin Ph.D. CEO, Persperion, Inc.</p> <p>Stephanie Allen Entrepreneur in Residence UC San Diego</p> <p>Benjamin Chen, PhD Vivian Lee, PhD</p>	<p>11:15 am</p>	<p>60 minutes</p>
<p>Lunch</p>		<p>12:15 pm</p>	<p>60 minutes</p>
<p>SESSION 17: Early-Stage Funding Pitch</p> <p>Later stage entrepreneurs receive investor feedback on presenting more advanced funding requests, including satisfying broader corporate partnership interests requisite at Series A/B rounds.</p>	<p>Moderator: Mike Lemcke</p> <p>Presenting Companies: Persperion Diagnostics Lu Yin Ph.D. CEO, Persperion, Inc.</p> <p>Panel: Matthew J. Bresnahan Partner, Wilson Sonsini</p> <p>Ruben Flores-Saib, CEO, Regain Biomedicals</p> <p>Cathy Pucher Executive Director, Entrepreneurship Initiatives San Diego State University</p> <p>James E. Foley, PhD Bo Peng</p>	<p>1:15 pm</p>	<p>60 minutes</p>
<p>Break</p>		<p>2:15 pm</p>	<p>15 minutes</p>
<p>SESSION 18: Managing Media Relations</p> <p>Highlights importance of crafting communications on biomedical advancements for mainstream consumption across digital channels to raise awareness, educate markets and manage public perceptions.</p>	<p>Moderator and Lecturer: Moira A Gunn, PhD Host, NPR/BioTech Nation & Director, Bioentrepreneurship, University of San Francisco</p>	<p>2:30 pm</p>	<p>45 minutes</p>

<p>SESSION 19: Structuring and Financing Your Venture</p> <p>Legal advisor reviews implications of entity structuring, governance, equity moves and exit scenarios across startup stages to equip leadership with operational, financing and capitalization acumen.</p>	<p>Moderator and Lecturer: David Smith, JD</p>	<p>3:15 pm</p>	<p>60 minutes</p>
<p>SESSION 20: Program Wrap-up and Conclusion</p>	<p>James Jordan, MBA, CHT</p>	<p>4:15 pm</p>	<p>15 minutes</p>
<p>Faculty Office Happy Hours - this section provides the opportunity of participants to interact and ask questions of the panelists</p>		<p>4:45 pm</p>	