

Master Class Direct from Silicon Valley

**Entrepreneurship  
for Life Sciences and  
Healthcare Startups**

Exceptional innovation comes from entrepreneurial ventures. This global class will provide the information and resources to help you explore life sciences/healthcare innovation from the vantage point of the world's most successful startup ecosystem – Silicon Valley.

**DATES: MARCH 31 TO JUNE 2**

WEEKLY 1.5-HOUR LECTURES FOR 10 WEEKS,  
PLUS ADDITIONAL INTERACTIVE SESSIONS

## ABOUT THIS COURSE

You will learn practical information about the world of entrepreneurship guided by renowned practitioners from the Silicon Valley startup ecosystem and a preeminent life sciences/medical institution, the University of California San Francisco (UCSF). This course focuses on creating ventures that have the potential to positively impact human health at scale. The major sectors are included: therapeutics, medical devices, diagnostics and healthtech/digital health.

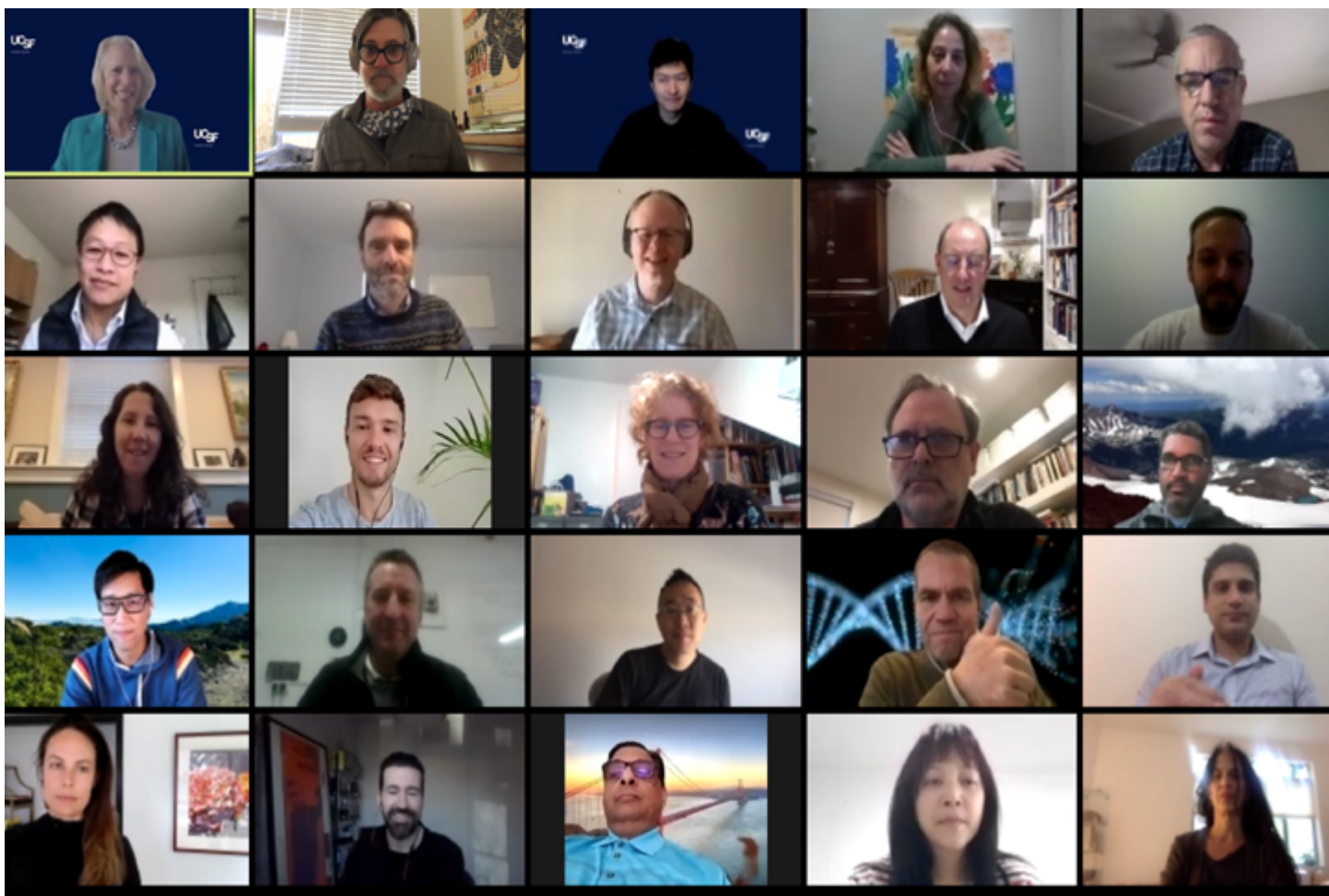
Whether you are currently working in a startup, considering whether to start a company, touch some aspect of innovation and entrepreneurship, want to understand how Silicon Valley works, need to expand your professional network or are just curious, you will find value. Our guest lecturers from Silicon Valley are dedicated experts who live and breathe life sciences and medicine daily. They will relate essential understanding about market dynamics, challenges, timeframes, regulation and investment needed to succeed.

This 10-week online program arms you with knowledge and tools to unlock the startup world. Live weekly lectures are augmented by opportunities for interaction outside class to build your network and delve into content with experienced mentors. All lectures are recorded so you can choose to watch at your convenience rather than attend live. Class schedules rotate among time zones to accommodate participants from the Americas, Europe and Asia.



The content is appropriate for entrepreneurial founders, CEOs, scientific researchers, clinicians, academic faculty, MBAs, large company managers, graduate students, post-doctoral fellows, technology transfer executives, accelerator and incubator managers, government policymakers, investors, startup advisors, consultants and anyone else interested in Silicon Valley innovation. You do not need a business background or a level of experience to join. Young professionals and seasoned business-people alike will benefit.

## WHAT THIS PROGRAM COVERS



You will learn from Silicon Valley insiders -- CEOs, serial entrepreneurs, investors, lawyers and consultants -- who zero in on ways they have guided startups to success. Our guest speakers will help you understand the fundamental questions that a startup must address to create a viable business plan. You will learn the Silicon Valley mindset and investor requirements to obtain funding. Drawing on this knowledge, students will be able to take actionable ideas away from the course that improve their chances for success in a startup or related field.

***"This class was foundational for me and incredibly eye opening. It hit all the highlights. Meeting people from different backgrounds and perspectives enriched the experience"***

Yao Sun, MD, Chief, Division of Neonatology, UCSF

## YOU WILL LEARN:

- Whether you have an entrepreneurial mindset
- Factors that make entrepreneurs successful
- How and when to validate whether your idea is a commercial opportunity
- Determining your prospective customers
- Assessing product/market fit
- Finding the best business model
- Components of a business plan
- How to build a winning team
- Protecting your invention through the legal system
- The FDA model of regulation
- How costs for new products are reimbursed in the United States
- Selling to a health system
- Partnering with large corporates
- Finding investors who fund early stage companies
- How angels invest
- The world of venture capital
- 3 essential investment criteria
- Elements of a business plan required by investors
- Avoiding mistakes that can cost you your CEO position
- Pathways taken by successful entrepreneurs





## WHO SHOULD ENROLL?

This course is designed for anyone interested in life sciences or medical entrepreneurship and in connecting with the prolific Silicon Valley ecosystem. Perhaps you are...

- Currently in a startup, thinking about starting a company or simply curious about Silicon Valley entrepreneurship.
- Working in science or medicine and interested in commercializing your ideas
- Considering a global market and need to understand the American mentality for market access
- Hoping to fundraise in Silicon Valley
- Interested in innovation for a corporation or government

## THIS CLASS IS APPROPRIATE FOR...

• Life sciences/medical entrepreneurs: therapeutics, medical devices, diagnostics, digital health/healthtech • Potential entrepreneurs • Innovation executives • Technology transfer executives • Academic faculty, Post-doctoral fellows and graduate students • Scientific researchers • Research organizations • Clinicians • Medical trainees • People leading and participating in incubators and accelerators • People working for large corporations with interest in innovation • Healthcare policy experts • Anyone wanting to understand how Silicon Valley works • Investors and MBAs with life sciences interest • Startup advisors and consultants • Government economic development organizations.







## COURSE ELEMENTS: LECTURES

***“This class gave me the essentials for my future career outside academia”***

Mirko Sadi, PhD candidate, Institut Pasteur, Paris

Online lectures comprise the core of this course, taught by accomplished guest presenters from the Silicon Valley life sciences/healthcare business world.

Each lecturer has been chosen not just for their expertise but also for their ability to engage an audience. These senior professionals provide invaluable perspectives on developing a viable venture.

## GUEST LECTURERS

These Silicon Valley guest lecturers taught in the fall cohort and are representative of the Spring teaching team

<b>Beth Andersen, MBA</b>	California Plan President, Anthem Health (health system)
<b>Errol Arkilic, PhD</b>	CEO, M34 Capital and Founding Director, NSF I-Corps (investor)
<b>Sylvaine Cases, PhD</b>	Former VP Oncology Scientific Innovation, Janssen/Johnson & Johnson
<b>Todd Esker, JD, MS</b>	Partner, Morgan Lewis law firm
<b>Zachary Hill, PhD</b>	Cofounder/CSO, Soteria Biotherapeutics (startup)
<b>Ryan Howard</b>	Founder/Chairman/CEO, 100Plus (serial entrepreneur)
<b>Kunwoo Lee, PhD</b>	Cofounder/CEO, Genedit (startup)



***“The cast of experts was impressive. The content is excellent, a great value”***

Monica Schmiede, MBA, MS, Director Business Development, Clinipace

<b>David Morris, MD</b>	Operating Partner, Novartis Venture Fund
<b>Lynne Chou O’Keefe, MBA</b>	Founder and Managing Partner, Define Ventures; former Managing Director, Kleiner Perkins
<b>Geetha Rao, PhD</b>	CEO, Springborne Life Sciences (regulatory consultant)
<b>Teresa Toller</b>	Talent Consultant to Venture Capital
<b>Winnie Wan, PhD, MBA</b>	Board Director, Life Science Angels

# OPPORTUNITIES FOR COLLABORATION

One of the benefits of participating in a diverse, international class is the network you will join, ranked by students as a key aspect of the course. We have created opportunities for you to get to know your classmates in smaller interest groups to build your network and delve into course content.

## Peer Forums with Mentors

Peer Forums are one-hour discussion groups led by life sciences/healthcare mentors where any startup topic is acceptable. The group may delve into the last lecture content or discuss a classmate's startup idea. Our mentors, with decades of business experience and work on startups, are serial entrepreneurs, CEOs, C-Level executives, consultants and investors. They facilitate the discussions and provide feedback. This is an opportunity to gain valuable advice in a small group setting.

There are two types of forums that occur on alternating weeks: 1. general forums that are timed to be convenient for the Americas, Europe and Asia and 2. life sciences/healthcare sector forums that provide specific information for a sector such as therapeutics, medical devices, diagnostics and digital health/healthtech.

Students may join an unlimited number of forums, gaining exposure to different mentors and classmates in each.

## Special Interest Groups

Special interest groups form around topics students identify to be of interest. Each group explores one subject in depth such as Customer Discovery, Spinning Out of Academe or Developing a Fundraising Strategy. Group membership helps develop relationships with classmates and a personal network.

## Office Hours

One-on-one Office Hours are held weekly, offering the chance for advice on any topic related to the class and your interests.

## Communications

There is a dedicated communication channel to facilitate discussion and a LinkedIn Group to connect alumni with the current cohort.

## Readings

Readings are carefully curated from trusted resources to provide easily digestible, pragmatic information to expand class content.

***“Networks are so important. Being in this international network with a bigger network of entrepreneurs is quite energizing”***

Fiona Schaefer, PhD, Innovation Manager,  
Scottish Health Innovation





## ADVISORY COMMITTEE

<b>Christopher Haskell, PhD</b>	Vice President and Head, Open Innovation Center North America West, Bayer
<b>Bernard V. Fallon</b>	Managing Director, Industry Research, Investor Outreach Biotechnology Innovation Organization (BIO)
<b>Alan May, JD</b>	Founder and Chairman, Life Science Angels
<b>David Morris, MD</b>	Operating Partner, Novartis Venture Fund
<b>Carolina Garcia Rizo, PhD, MBA</b>	Chief Business Officer, Just Therapeutics/Evotec

***“From Day One, you have a worldwide network. This is what you need to grow your business, it’s priceless”***

Carolina Garcia Rizo, PhD MBA, Chief Business Officer,  
Just Therapeutics/Evotec

## ABOUT UCSF

The University of California San Francisco (UCSF) is the leading US university dedicated exclusively to life sciences and medicine. It ranks #15 globally among all universities. UCSF is part of the ten-campus University of California, the world's premier public research university system, and shares programs with UC Berkeley. Faculty includes six Nobel Laureates who have advanced the understanding of cancer, genetics, neurodegenerative diseases, aging and stem cells.

Entrepreneurship at UCSF Innovation Ventures is a focal point for life sciences and medical startups in Silicon Valley. The program has informed over 1,500 participants from UCSF, Berkeley, Stanford and the business world. We have facilitated 40 startups that raised over \$750 million in grants, angel funding and venture capital.

***“We are quite proud of this course that brings the power of UCSF’s network and expertise to support entrepreneurship on a global scale”***

Barry Selick, PhD, Vice Chancellor,  
UCSF Innovation Ventures





# COURSE DIRECTOR

## **Stephanie Marrus, MBA, MA**

Managing Director, Entrepreneurship

Senior Lecturer

UCSF Innovation Ventures



Stephanie Marrus is passionate about starting mission driven companies that focus on improving human healthcare. She has been called “an institution” by her peers in the Silicon Valley ecosystem, putting UCSF entrepreneurship on the map in Silicon Valley and by extension the United States and globally. With her private sector background, she translates business experience with venture-backed companies to pragmatic, action-oriented learning. She has been affiliated with entrepreneurship programs at the University of California Berkeley, Stanford University’s Technology Ventures Program, the US State Department and at conferences in Europe, Asia, Latin America, the Middle East and Africa.

During a 30-year business career, she has worked with over 1000 companies in science and technology as a member of the management team, business consultant or mentor. Many of these companies have their technological roots at MIT, Harvard, UC Berkeley and Stanford. She has had roles as CEO, Chief Operating Officer and Chief Business Officer for public and private venture capital backed companies, led partnering and merger and acquisition transactions, headed corporate development, strategy, marketing, communications and investor relations. Her sector experience is in life sciences and technology.

Her academic titles have included Senior Lecturer at UCSF, Entrepreneur-in-Residence at UC Berkeley’s Haas School of Business, Adjunct Professor at UC Berkeley’s Center for Entrepreneurship in Technology, and Entrepreneur-in-Residence for the Global Entrepreneurial Marketing Course at Stanford. She is National Science Foundation (NSF) certified faculty for I-Corps, a national program for entrepreneurial training. She created the syllabus adopted by the National Institutes of Health (NIH) I-Corps. She is a frequent speaker and moderator at conferences including the White House’s Global Entrepreneurship Summits in Hyderabad, India and Silicon Valley, the Global Entrepreneurship Congress in Bahrain and the World Economic Forum’s Center for the Fourth Industrial Revolution. She is a member of the US State Department’s International Speaker Program.



Her global titles have included Adjunct Professor, St. Petersburg State University Graduate School of Management, Russia; Entrepreneur-in-Residence, King Abdullah University of Science and Technology (KAUST), Jeddah, Saudi Arabia; faculty at the Moscow School of Management Skolkovo Startup Academy; guest lecturer at Tsinghua University, Beijing; ESADE Business School, Barcelona; IE Business School, Madrid; Pasteur Institute, Paris, and in Argentina, Chile, Mexico, Vietnam and Morocco.

## SECTORS OF FOCUS



**THERAPEUTICS**



**MEDICAL DEVICES**



**DIAGNOSTICS**



**HEALTHTECH/  
DIGITAL HEALTH**



## PRICES & CONTACT

Early bird  
**\$995**  
ends January 31



Regular  
**\$1150**  
from February 1

Sign Up



Keep Posted



Contact:

**Stephanie.Marrus@ucsf.edu**

## PARTNERS & SUPPORTERS



***“This class is a unique window on life science startups and the culture in Silicon Valley. The candid insights from lecturers and mentors are invaluable”***

Vinith Johnson, Surgical Innovations Engineer, UCSF Medical Center.