

2022 Biotechnology Entrepreneurship Boot Camp

San Diego Convention Center, 111 West Harbor Drive, San Diego, CA 92101

Two-Day Course Schedule

Sunday, June 12, 2022, 9:00 a.m. – 6:30 p.m.

Monday, June 13, 2022, 8:00 a.m. – 5:15 p.m.

Complimentary breakfast will be served each morning, 7:30—8:30 a.m.

Complimentary lunch will be served each day

DAY ONE: SUNDAY, JUNE 12, 9:00 a.m. – 6:30 p.m.

SESSION 1: Keynote Speaker

SESSION 2: Project, Product or Platform: Assessment and Qualification of Technologies as a Basis for a Business Startup

This session will provide the tools and framework to determine if your company is a project, product or platform.

- A project may be an incremental improvement.
- A product may provide material customer benefit.
- A platform may be the basis for a continuous stream of products.

Although all three pathways can generate a profit, careful consideration of whether you are a project, product or platform is required before you build your commercialization and funding plans.

SESSION 3: Reimbursement & Pricing Strategies

Price analysis is the major step to understanding the potential profitability of your venture.

Life Sciences consists of the categories of biotechnology services, biopharm, diagnostics, medtech and health IT. The biopharma, diagnostics and medtech categories are regulated markets where pricing is determined by insurers and governments. These groups set the pricing and use the term reimbursement instead of pricing.

This session addresses the fundamentals of regulated pricing/reimbursement. Using the biopharma segment as an example students will obtain an understanding of how this system works.

SESSION 4: What Every Investor Must Know about IP in Biotechnology Startups

Investors fund unfair advantages. An unfair advantage is a combination of unique personnel, proprietary relationships, know-how, assets and IP that are delivered in a not easily replicated, repeatable and scalable business model.

Intellectual property (IP) is one of the strongest unfair advantages.

The goal of the session is to provide information on the concepts, patent office processes and implications of certain decisions.

SESSION 5: Regulatory Planning for the U.S. & Global Market – Implications for Strategy and Financing

In regulated markets, FDA approval is needed to obtain a license to sell, and may define the positioning of your product. Obtaining regulatory approval is one of the most costly activities of a life sciences startup.

This session provides the specific insight into planning for U.S. and global regulations and clinical trials. What are the considerations and the challenges that startups might encounter?

SESSION 6: The R&D – Marketing Interface

The goal of drug development is commercial and investor success. By expanding upon a strategic development tool based upon FDA Guidance called the target product profile (TPP), alignment of R&D, reimbursement, pricing, regulatory, label claim, IP, marketing, and sales strategies are aided. The TPP ensures product strategy and commercialization plan details do not disconnect. This tool is applicable to all life science verticals.

This session provides the format and walks the student how to prepare one for their firm.

SESSION 7: Is your IP impervious to competitive advancement?

A patent excludes others from replicating an approach, however that may not equate to an exclusive market position. True exclusivity is creating a competitive position impervious to competitive advancement.

This session provides a tool called the Intellectual Property Pyramid™ where startups can run their own exercises to ensure that their patents maximizes their market positioning.

SESSION 8: Building and working with the Board

Building and working with a board is a key element for success in entrepreneurial companies. Better boards make better companies.

This session will cover the best practices and successful principles of a great board and sound corporate governance processes.

SESSION 9: Building an Entrepreneurial Management Team

Team building in biotechnology companies is the most challenging task for entrepreneurs, and the backbone of venture capitalists' decision to invest or not to invest.

The session provides an exploration of the issues in forming and evolving an entrepreneurial team through the various start-up phases.

DAY TWO: MONDAY, JUNE 13, 8:00 a.m. – 5:15 p.m.

SESSION 10: The Business Plan and Pitch in the Fund-Raising Process

The business plan details your effective growth and market strategies, the soundness of your operational tactics, and understanding of funding needs and timing. Your investor pitch is the 10-20 slide hook to get investors interest in reading your business plan.

Experienced entrepreneurs and their investors openly recognize that within a year of operating, few companies resemble their original business plan.

However, these documents provide the starting point of a shared vision and evidence that the founding team can reach a consensus in the business and technology and resource planning process to meet critical milestones.

The session provides a framework for developing a pitch to investors/partners, and the essentials of a business plan.

SESSION 11: Accelerating Creditability and Valuation by Leveraging Partners

The Business Model (which supports the business plan) contains all elements required by a firm to create, deliver, and capture value. In developing and validating the business model elements, the

firm can leverage the resources and channels of partners across the value chain and share the value created and delivered with others. This session will provide a working model to consider which elements of your business model may be best served with leveraging partners.

SESSION 12: Group & Presentations

Utilizing the worksheet provided, students will discuss and identify the areas where partnerships could either accelerate, de-risk, or deepen domain relationships.

SESSION 13: Building Your Capitalization Strategy

This discussion will center around the customer (who in this case is the investor) so students can understand their needs, timing, and investment criteria.

- Non-Dilutive Funding – NIH
- Angels
- Corporate Venture Capital
- Venture Capital
- Corporate Partners

SESSION 14: Pre-seed/Seed Funding Pitch

The objective of this session is to witness real-life feedback and understand the expectations of investors for each investment phase. Students will also learn to handle objections.

SESSION 15: Defining your Exit Triggers

Running out of cash can be caused by a poorly planned and ill-provisioned journey. Startups frequently run out of cash when they mis-plan their exit. This discussion will offer you a tool to aid in your planning.

SESSION 16: Early-Stage Funding Pitch

The objective of this session is to witness real-life feedback and understand the expectations of investors at the early-stage valuation point.

SESSION 17: Group & Presentations

Utilizing the feedback given, students will discuss and identify areas of improvement in their pitches.

SESSION 18: Working with the Media: Thoughts for Bio-Entrepreneurs

Presented by Moira A. Gunn, Host of National Public Radio Tech Nation

SESSION 19: The Mechanics of Capitalizing Your Venture

A lawyer specializing in company formation and capitalization provide legal models and the risks associated with various decisions.

SESSION 20: Boot Camp Wrap-up, Acknowledgements, & Adjournment

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