

## 2024 Become a Biotech or MedTech Entrepreneur

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

### Two-Day Course Schedule

Saturday, June 1, 2024, 8:30 a.m.–5:30 p.m.

Sunday, June 2, 2024, 8:30 a.m.–4:30 p.m.

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

***Complimentary lunch as well as mid-morning and midday snacks will be provided daily.***

***The Course Registration desk will open each morning at 7:30 a.m.\_***

### **SATURDAY, JUNE 1, 8:30 a.m. — 5:30 p.m.**

- Session 1: Opening Remarks and Program Overview
- Session 2: Crafting an Exit Strategy to Satisfy Stakeholders  
*Identifying optimal exit timing and valuation while balancing stakeholder interests of customers, investors, and acquirers.*
- Session 3: Assessing if You Have a Project, Product, or Fundable Company  
*This session provides a framework to determine if 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.*
- 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.*
- 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 how to prepare one for their firm.*
- 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.*
- 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.*

- Session 8: Maximizing and Protecting Your Innovation's Value  
*Actionable best practices around patents, IP strategy development and communicating IP value to safeguard inventions, gain exclusivity, attract funding and sustain competitive positioning.*
- Session 9: Expert Q&A – Applying Frameworks to Your Venture  
*Interactive forum to get targeted advice from seasoned industry veterans on applying covered methodologies/frameworks to address participant's specific innovation challenges.*
- 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.*
- 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.*
- Session 12: Developing Your Investment Pitch (Homework)  
*Assignment to craft a compelling investment pitch based on covered fundraising best practices and receive expert feedback.*

**SUNDAY, JUNE 2, 8:30 a.m. — 4:30 p.m.**

- Session 13: Presenting Your Pitch for Expert Feedback  
*Entrepreneurs present their full investment pitch developed as homework to get direct input from industry experts and investors in an interactive workshop format.*
- Session 14: Building an Entrepreneurial Management Team  
*Explores team assembly challenges across startup stages through CEO and VC perspectives, emphasizing how executive team building and evolution impacts funding decisions and probability of success.*
- Session 15: Building Your Capitalization Strategy  
*Details early startup financing instruments and sources, including grants, angels, VCs and partnerships. Reviews how to strategically fund innovation by understanding motivations of diverse investor types.*
  - Non-Dilutive Funding – NIH
  - Angels
  - Corporate Venture Capital
  - Venture Capital
  - Corporate Partners



- **Session 16: Pre-seed/Seed Funding Pitch**  
*Entrepreneurs pitch and get feedback from investor panel on expectations, objections and handling early startup fundraising and valuation dynamics.*
- **Session 17: Early-Stage Funding Pitch**  
*Later stage entrepreneurs receive investor feedback on presenting more advanced funding requests, including satisfying broader corporate partnership interests requisite at Series A/B rounds.*
- **Session 18: Managing Media Relations**  
*Highlights importance of crafting communications on biomedical advancements for mainstream consumption across digital channels to raise awareness, educate markets and manage public perceptions.*
- **Session 19: Structuring and Financing Your Venture**  
*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.*
- **Session 20: Program Wrap-Up and Conclusion**

**BIO PROFESSIONAL DEVELOPMENT NETWORKING  
RECEPTION**

**4:45 p.m. – 6:00 p.m.**

*Agenda is subject to change.*