



**University of California, San Francisco**

**Fall 2024**

# **Global Life Sciences/Healthcare Entrepreneurship Course**

**Virtual Master Class  
Direct from Silicon Valley**

# PROGRAM OVERVIEW

Learn the process by which life sciences/healthcare innovation is translated from the lab into a startup company. Science and technology are essential but are insufficient alone. We will open your eyes to the business requirements for startup success.

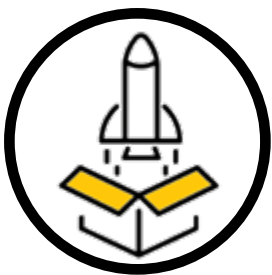
This live, real time, online program is taught by professionals from Silicon Valley: people who have started companies, investors and industry experts. They provide a real world, pragmatic perspective to every topic. The interactive talks are engaging and give you direct access to top practitioners.

You will join an international cohort of professionals that becomes your community. There are opportunities to meet both in and out of class to build an all important network of peers.

The University of California San Francisco (UCSF) is a sister campus to UC Berkeley. We started the biotech industry in 1976, are a world leader in life sciences/healthcare and ranked #16 among best global universities.

**REGISTER NOW**

**10 week online program**



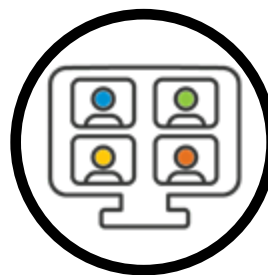
## DATES

October 2 -  
December 11, 2024



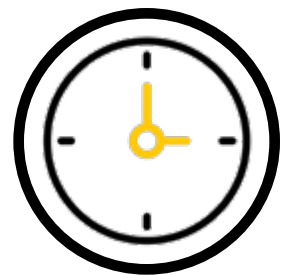
## SCHEDULE

10 weeks  
2 - 4 hours/week



## MODE

All lectures and  
groups are online,  
live and recorded



## TIMES

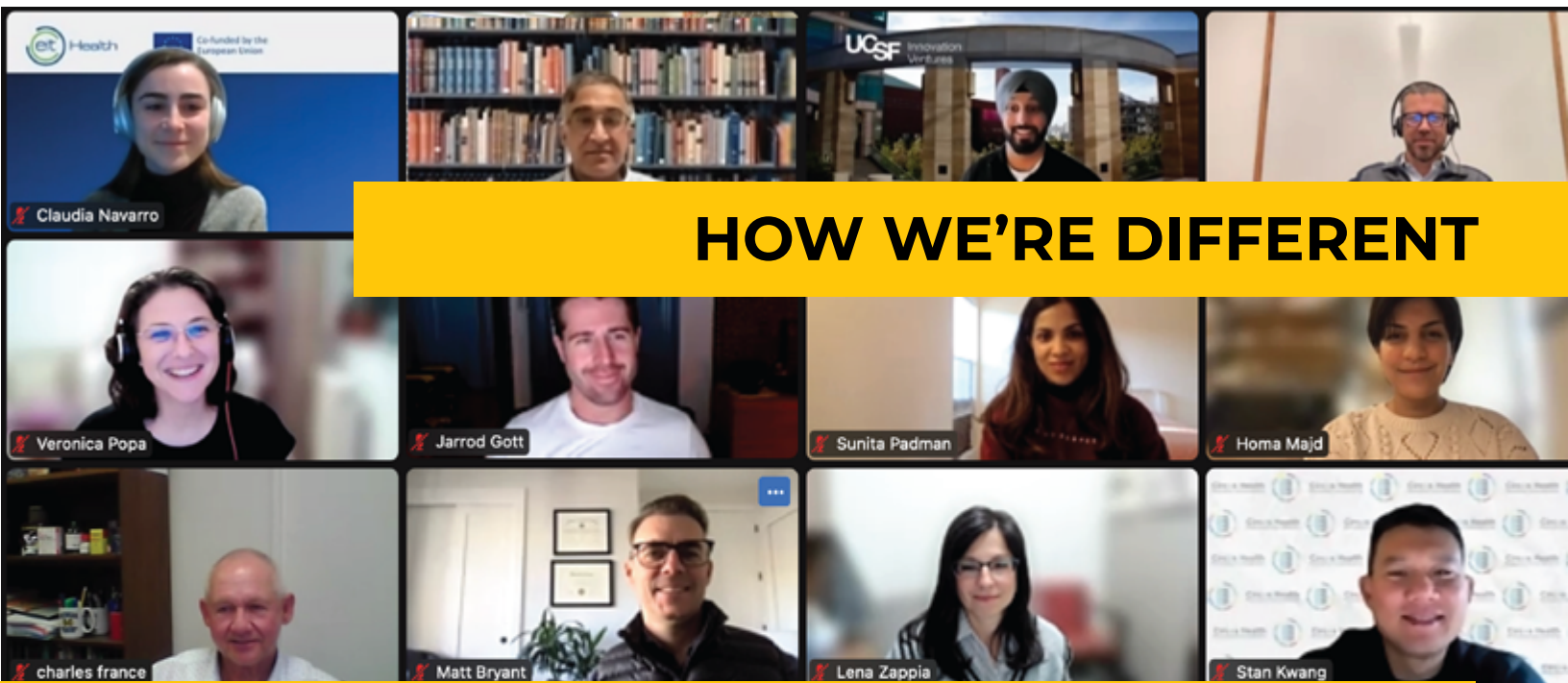
9 am/5 pm PT,  
alternating weeks

**“People say that entrepreneurship is like jumping out of an airplane without a parachute. Honestly, this class was a parachute, it gave me a sense of confidence.”**

Purvi Kunwar, MPH, Cofounder, Precision NeuroMed, SF

**This is the only live, online entrepreneurship course that provides these benefits:**

- Exclusive focus on scientific and medical startups with its specialized topics
- Fully live: all lectures and groups are real time and interactive
- Small discussion groups led by industry mentors
- Silicon Valley expertise applied to life sciences/healthcare startups
- Opportunity for individual mentoring
- Global entrepreneur network



**HOW WE'RE DIFFERENT**

**“Blown away by the quality of people that are gathered in one place. The access you get is more than you could hope to do in years of networking, and you get it all in a 10-week span.”**

Russell Ernst, PhD, Biotech Entrepreneur, Boston

# KEY TAKEAWAYS

**Whether your idea can be a company.** Great science or technology isn't enough to build a commercial entity. You need to have a viable business plan to attract investors and buyers. Learn the elements.

**Market potential.** Investors require a certain market size to be interested; learn what this is and how to size the market without buying expensive market research reports.

**Product/market fit.** Determine if your future product will fit a critical need in a target market.

**Business models.** Consider options for the company to make money, a must have in a for-profit business.

**Importance of team.** A high performing team is one of the most important elements for success. Learn how to build the right team and establish a company culture.

**Intellectual property.** The basis for life sciences/healthcare ventures is intellectual property. Find the right time to protect IP and avoid critical mistakes that can destroy your value.

**FDA regulation.** The FDA controls clinical development in the US and is a model for the rest of the world. Learn about regulatory strategy and when to create one.

**US healthcare system and reimbursement.** Untangle the complex US healthcare system and the importance of insurance reimbursement as a gateway to adoption.

**Partnering.** Corporate partners bring expertise and funding. Learn what a partnership encompasses, what partners need and the timing to approach them.

**Investment.** Outside investment is critical to life sciences/healthcare companies. Find out investor criteria and how/when to connect with a funding source.

## WHO SHOULD ATTEND?



**“This course was an all-in-one package for me to learn all aspects that I need for my transition from academe.”**

Esmaeil Dorraji, PhD, Cofounder of a Newco, Norway

**Early stage entrepreneurs** - Assess your opportunity, understand elements of a business plan and funding strategy

**Aspiring entrepreneurs/innovators** – Learn before taking the leap

**Academics and scientists** – Discover if your technology can be a business

**International entrepreneurs** – Tie into the US/Silicon Valley network

**Ecosystem managers** – Benchmark on best practices from Silicon Valley

**Corporate/government managers** – Experience the startup innovation culture

**“This course is a rare gem. It’s years of collective first-hand experiences that would be really hard to find elsewhere.”**

Aaron Su, PhD, A\*STAR, Singapore

# FORMAT

**This course is delivered live every week, not just canned lectures.**



Lectures comprise the core of this course, taught in a lively discussion format by accomplished professionals from the Silicon Valley life sciences/healthcare startup world. Each guest lecturer has been chosen both for their expertise and for their ability to engage an audience. Lectures are delivered live at different times for global access or you may view video recordings at your convenience.

Small discussion groups augment the lectures, providing an opportunity to explore content with industry mentors. These conversational groups are driven by your questions and interests.

A group is devoted to featuring entrepreneurs who share their experience of starting a company. These real stories bring the startup experience to life.

You may sign up for a one-on-one mentoring session to discuss your specific questions.

**The speakers were excellent, well informed and on point with real world, practical knowledge.**

Thomas Vail, MD, Former Chief  
Orthopedic Surgery, UCSF



## FACULTY & MENTORS

Our Teaching Team is drawn from Silicon Valley, the world's most prolific startup ecosystem. Top professionals generously make time to teach because of our culture of "paying it forward", helping the next generation of entrepreneurs. They are serial entrepreneurs, first time entrepreneurs, investors, lawyers, pharmaceutical executives and other experts. We offer a unique assemblage of experts in the life sciences/healthcare business who are dedicated to transferring their knowledge and will answer your questions in session.

**"The breadth, experience, and passion of all the speakers was absolutely best-of-class. Their sincere willingness for you to succeed came through in every session."**

Regina Nagle, MS, SVP Business Development,  
C2i Genomics

# COMMUNITY



**“Being thousands of miles from a major biotech hub, this course has given me access to Silicon Valley experts and a global network. It has been invaluable for my goal to start a company.”**

JP Robles, PhD, CEO/Founder,  
ViAn Therapeutics, Mexico

This course is more than a class – it is the entry point into a global alumni community that encompasses 37 countries on 6 continents. We have alumni networking events online and in-person throughout the year and let you know about special opportunities such as participating in the world’s largest healthcare investment event. Networking is a key skill for business success and our diverse alumni group provides a powerful community.

**“This is a community I plan to be a part of for a long time.”**

Baris Borsa, PhD, CEO/Cofounder,  
Theralia AB, Stockholm



# COURSE DIRECTOR

Ms. Marrus is a life sciences/healthcare startup expert who is passionate about starting companies and teaching business concepts to science and medicine based startups. She is a private sector executive who brings her goal oriented skillset to the startup world, creating a vibrant entrepreneurship program at UCSF. A key participant in the Silicon Valley entrepreneurship ecosystem, she has a deep network among life sciences investors, entrepreneurs, business executives, and consultants. Prior to joining UCSF, she held senior business roles in life sciences companies, including C-suite positions, where she led corporate and business development, strategy, marketing, communications, and investor relations.

She has been affiliated with entrepreneurship programs at UC Berkeley, Stanford and in Europe, Asia and the Americas. Her presentations have been viewed in conferences and events across the world, including the White House's Global Entrepreneurship Summits. She is part of the US State Department's International Speaker Program and a grant reviewer for the NIH and NSF. She is a Fulbright program recipient. She sits on the Republic of Bulgaria's Innovation and Growth Board.

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

Managing Director, Entrepreneurship,  
UCSF Innovation Ventures



Her entrepreneurship policy recommendations have been presented at the White House and State Department. She was published in January 2023 edition of Nature.

Ms. Marrus holds an MBA from the Wharton School, University of Pennsylvania and an MA from Columbia University.



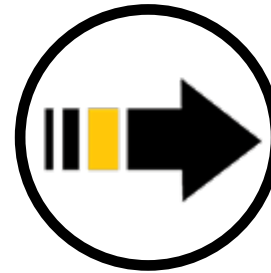
**CERTIFICATE**

Course  
Completion



**FEE**

\$1500



**CONTACT**

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## HOW TO PARTICIPATE

Learn more



**Register now**



Refer a colleague





## ABOUT UCSF

University of California, San Francisco is the leading public university dedicated exclusively to life sciences and medicine and is ranked #16 of all universities globally. It is part of the University of California system, the world's leading research university system, and shares programs with UC Berkeley. The faculty includes seven Nobel Laureates who have advanced the overall understanding of cancer, genetics, neurodegenerative diseases, aging and stem cells. UCSF is a leading US medical center.

**UCSF Innovation Ventures' Entrepreneurship Program** is highly respected globally and in the Silicon Valley startup community.

