

University of California San Francisco  
Master Class Direct from Silicon Valley

**Entrepreneurship**  
**for Life Sciences and**  
**Healthcare Startups**

# ABOUT



**“It is rare to find a class that is full of so many great insights, connections, discussion topics in the field of entrepreneurship within the life sciences industry.”**

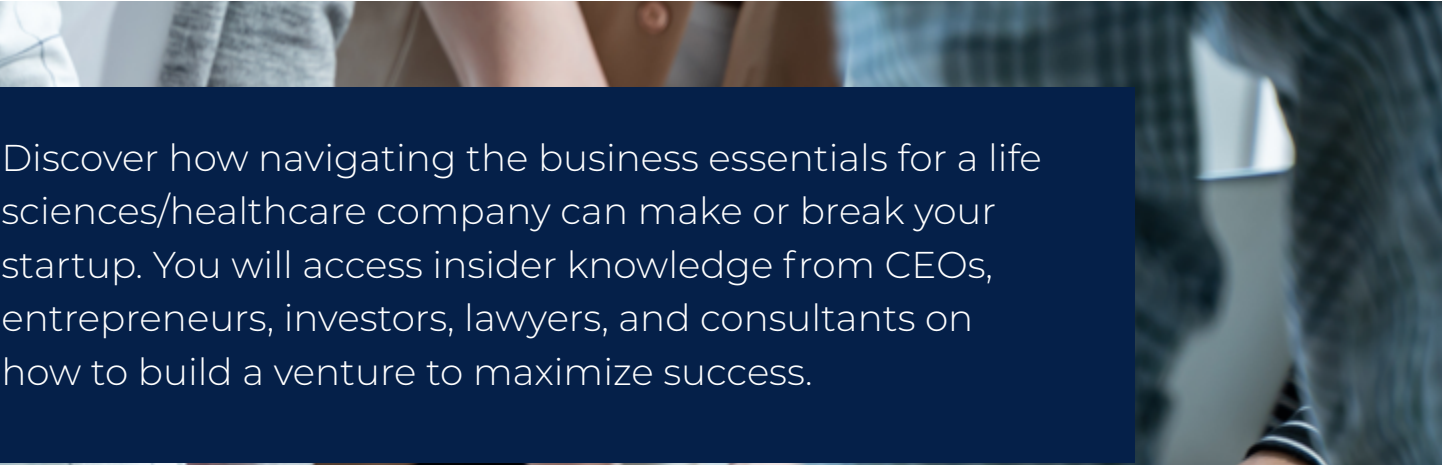
Follow the roadmap for creating a successful startup based on science or medicine with the goal of improving human health. You will learn how to convert your idea into a commercial life sciences/healthcare venture with the perspective of Silicon Valley practitioners steeped in the world’s leading startup ecosystem.

This live online course parachutes you into the world of Silicon Valley entrepreneurship guided by the preeminent scientific and medical institution, University of California San Francisco (UCSF), creator of the global biotechnology industry. In ten weeks, you will gain the knowledge and tools to unlock startup opportunities in this complex market. Our singular focus and expertise in life sciences and healthcare differentiates us from other entrepreneurship courses.


Build your startup business knowledge with Silicon Valley lecturers and mentors while engaging with a global peer network.

**REQUEST MORE  
INFORMATION**

# WHAT YOU'LL LEARN



Discover how navigating the business essentials for a life sciences/healthcare company can make or break your startup. You will access insider knowledge from CEOs, entrepreneurs, investors, lawyers, and consultants on how to build a venture to maximize success.

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- o Identifying the commercial opportunity
  - o Evaluating the market
  - o Finding your business model
  - o Building the team
  - o Navigating intellectual property
  - o Ins & outs of regulation and reimbursement
  - o Partnering with pharmaceutical companies
  - o Attracting investors
  - o Demystifying startup language

## We will address...

· Whether you have an entrepreneurial mindset · The factors that make many entrepreneurs successful · How and when to validate if your idea is a commercial opportunity · Identifying prospective customers · Importance of product/market fit · Finding the best business model · Components of a business plan · Building a winning team to execute · Protecting your invention through the legal system · The FDA model of regulation · How new products are reimbursed in the United States · Selling your product to health systems · Partnering with the large corporations · Finding investors who fund early stage companies · How angels invest · The world of venture capital · 3 essential investment criteria · Required business plan elements · Mistakes that can cost your CEO position · Entrepreneur stories ·

# HOW WE'RE DIFFERENT

- \* Life sciences/healthcare focus
- \* Silicon Valley practitioners
- \* Led by biotech pioneer UCSF



# FACULTY AND MENTORS

## Our faculty and mentors include...

- \* Serial entrepreneurs
- \* Successful first-time entrepreneurs
- \* Startup experts
- \* Team building recruiters
- \* Intellectual property attorney
- \* FDA and insurance reimbursement experts
- \* Pharmaceutical business development
- \* Angel investors
- \* Venture capitalists
- \* Board members



**“The lecturers’ transparency, very open discussions and willingness to bluntly give their perspective was invaluable.”**

# WHO WILL BENEFIT?

This program is designed for professionals who want to explore the Silicon Valley style of entrepreneurship. Our diverse alumni include entrepreneurs, potential entrepreneurs, physicians, scientific researchers, academic faculty, tech transfer managers, ecosystem directors, pharmaceutical company executives, investors, consultants, healthcare policy and government officials. The class is designed for people who wish to gain or enhance their business knowledge in the life sciences/healthcare innovation space.



**“This class inspired me to do science differently and think about how I can take it to patients.”**

**Aspiring entrepreneurs** – Explore if you are suited to starting a business or working for a startup

**Early-stage entrepreneurs** – Evaluate your opportunity, develop a business plan and funding strategy

**International entrepreneurs** – Understand the US/Silicon Valley environment, make connections

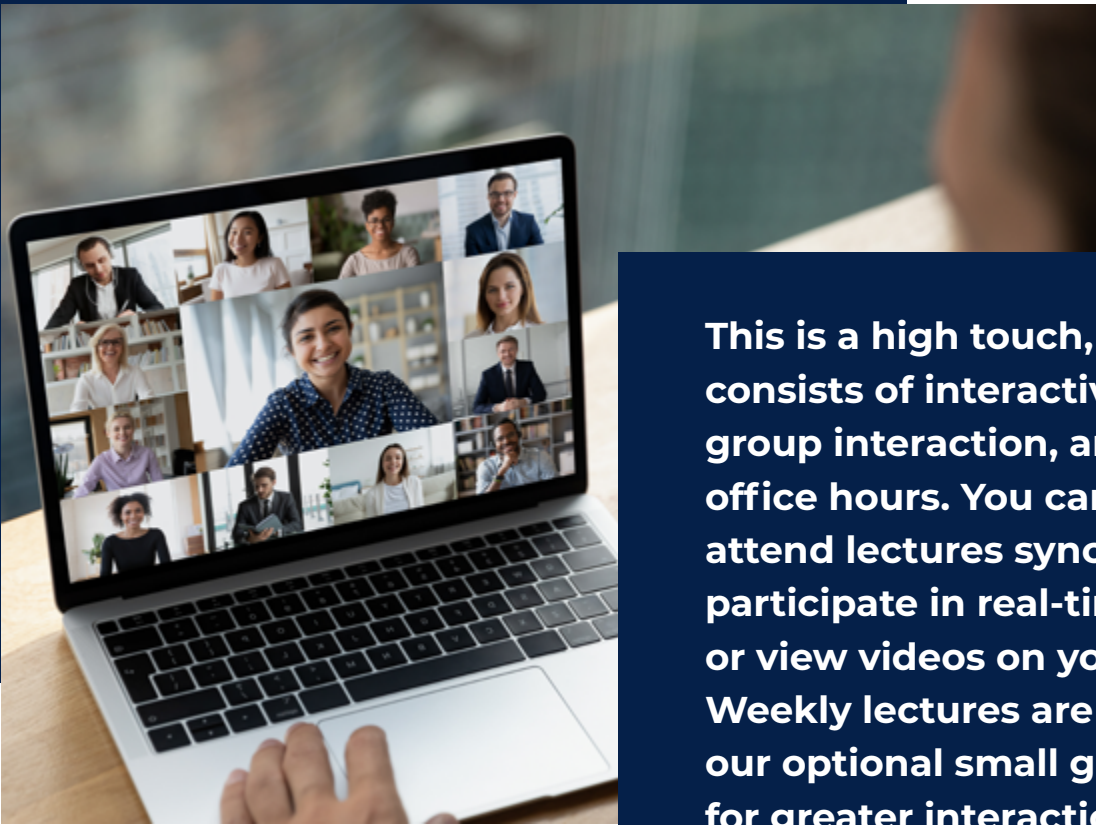
**Entrepreneurship ecosystem players** – Benchmark on best practices from Silicon Valley

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

## GLOBAL NETWORK

You will join a community of entrepreneurially oriented peers from diverse backgrounds and geographies. Our alumni network bridges six continents and 25 countries bound together by mutual startup interest.





**This is a high touch, virtual course that consists of interactive lectures, small group interaction, and one-on-one office hours. You can choose to attend lectures synchronously to participate in real-time discussion, or view videos on your own schedule. Weekly lectures are augmented by our optional small group opportunities for greater interaction and to build your global network.**

## **Live online lectures –**

comprise the core of this course, taught in a lively discussion format by accomplished professionals from the Silicon Valley science and medical 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 and recorded for later viewing.

## **Small discussion groups –**

are led by our seasoned mentors in business and investment covering therapeutics, diagnostics, medical devices, and digital health. They may delve into the week's subject matter or focus on a different startup topic.

## **Office hours –**

are held weekly with the Course Director to discuss a class-related topic or for general guidance.

# COURSE DETAILS

**“I loved the friendly atmosphere of the class that encouraged me to engage with others and mentors.”**

## **FORMAT**

Live online and recorded

## **LENGTH**

Ten weeks

## **SCHEDULE**

Alternates times to accommodate global time zones

## **COMMITMENT**

Two+ hours per week

## **DATES**

Wednesdays starting September 28

## **COST**

\$1250

## **ENROLLMENT ELIGIBILITY:**

**Everyone is welcome to join; no application.**

### **Contact**

**[Stephanie.Marrus@ucsf.edu](mailto:Stephanie.Marrus@ucsf.edu)**

**REQUEST MORE  
INFORMATION**



## COURSE DIRECTOR

A portrait of Stephanie Marrus, a woman with short, wavy blonde hair, wearing a bright red blazer over a white top and a gold necklace. She is smiling and has her arms crossed.

**Stephanie Marrus, MBA, MA**  
Managing Director, Entrepreneurship  
UCSF Innovation Ventures

**“Lectures from Stephanie Marrus were fascinating and inspiring. She was a terrific moderator and pulled a very diverse class together to find common ground and facilitate networking.”**

Stephanie Marrus is a life sciences/healthcare startup expert who is passionate about teaching business concepts to science-based startups and starting companies. She is a private sector executive who brings her goal oriented skillset to the startup world, creating a vibrant entrepreneurship program at UCSF. She has helped start numerous companies based on UCSF, Harvard, Stanford, Berkeley, and MIT technology. 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 technology and biopharmaceutical companies. She has had C-suite positions in public and private firms where she led corporate and business development, strategy, marketing, communications, and investor relations. She is affiliated with entrepreneurship programs at Berkeley and Stanford as well as 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 works with the US State Department, the National Institutes of Health and the National Science Foundation. Her entrepreneurship policy recommendations have been presented at the White House and State Department. She holds an MBA from the Wharton School, University of Pennsylvania and an MA from Columbia University.



# PARTNERS



## ABOUT UCSF

UCSF is the leading public university in the US dedicated exclusively to life sciences and medicine and is the birthplace of biotechnology. It is part of the University of California system, the world's premier research university, and shares programs with UC Berkeley. The faculty includes six Nobel laureates who have advanced the overall understanding of cancer, genetics, neurodegenerative diseases, aging and stem cells.

**UCSF Innovation Ventures'** Entrepreneurship Program is a focal point for life sciences/healthcare startups in Silicon Valley.

