

University of California, San Francisco

Fall 2023

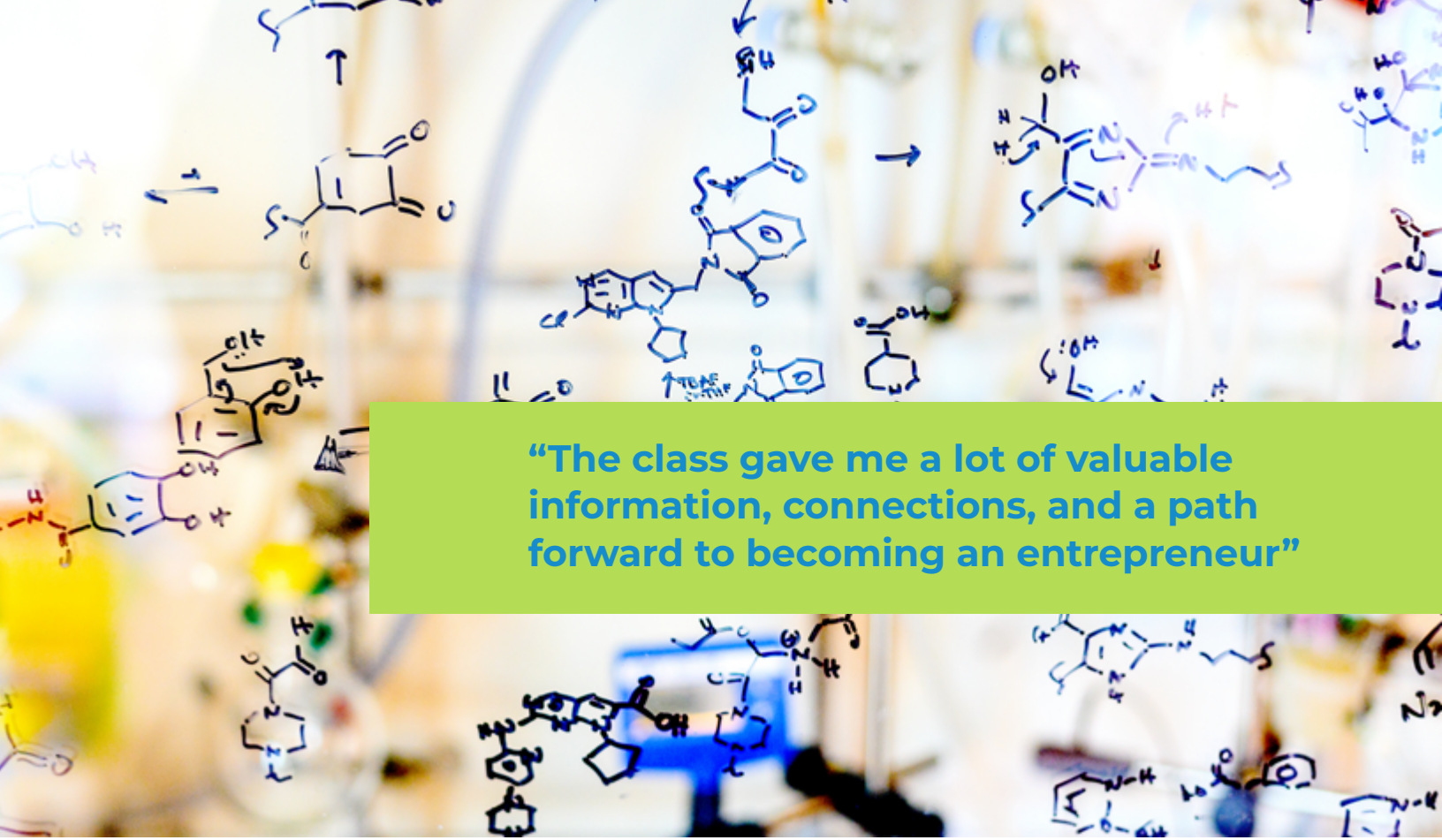
# Global Life Sciences/Healthcare Entrepreneurship Course

Virtual Master Class Direct from Silicon Valley



UCSF  
Innovation Ventures





**“The class gave me a lot of valuable information, connections, and a path forward to becoming an entrepreneur”**

## PROGRAM OVERVIEW

Explore life sciences/healthcare entrepreneurship in this live, online, 10 week, part-time professional course based on Silicon Valley startup knowledge and culture. Learn key concepts relevant to scientific and medical ventures and the requirements to start a company. Whether you're an aspiring entrepreneur, a current entrepreneur or otherwise associated with the startup world, this class delivers.

The class is taught by Silicon Valley practitioners and entrepreneurs who deliver pragmatic knowledge for your startup roadmap. Our Faculty includes serial entrepreneurs, investors, attorneys, regulators, and other experts devoted to life sciences and healthcare.

We are the University of California, San Francisco (UCSF), ranked the #11 academic institution in the world and creator of the biotechnology industry.

**“I see why someone would take the class more than once”**

**“I love that the class has world class instructors on industry-specific topics, which makes a big difference when compared to those general entrepreneurship programs.”**

We teach with a Silicon Valley filter, emphasizing best practices from the world's most prolific startup ecosystem.

## **You Will Learn:**

• Life as an entrepreneur • Whether your idea can be a company • Sizing the commercial opportunity • Customer discovery • Importance of product/market fit • Business model alternatives • Building a winning team • Protecting your invention legally • The FDA model of regulation • US healthcare system • Insurance reimbursement • Partnering with Pharma and other corporates • Angel investment • Early stage venture capital requirements • Entrepreneur stories • Opportunities in the future of medicine

## **HIGHLIGHTS**

**et Health** Co-funded by the European Union

**UCSF** Innovation Ventures

Claudia Navarro

Ronjon Nag

Inder Takhar

Darren Cooke

Veronica Popa

Jarrod Gott

Sunita Padman

Homa Majd

Charles France

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Peter Fox

Jeremy Davis

Sean Karlin

- **Live, online, interactive class**
- **Focus on life sciences/healthcare entrepreneurship**
- **Taught by Silicon Valley practitioners**
- **Diverse, global participants**

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**Steve Blank**  
Adjunct Professor,  
Stanford University



**Beth Rogozinski, MBA**  
CEO, Oncoustics



**Robert Mittendorf, MD, MBA**  
General Partner and Head  
Healthcare, B Capital Group



**Vern Norviel, JD**  
Partner, Patents and  
Innovations, Wilson Sonsini



**Eka Kortkhonjia, PhD**  
Sr. Director, Early Innovation  
Partnering, J&J

## FACULTY & MENTORS

**“Incredibly informative lectures and approachable lecturers.”**

- Serial entrepreneurs
- Successful first-time entrepreneurs
- Team building recruiter
- Intellectual property attorney
- FDA regulatory
- Insurance executive
- Pharmaceutical manager
- Partnering executive
- Angel investors
- Venture capitalists
- Board members/advisors



**Global Course alumni met in person during JP Morgan Week 2023 at the University of California, San Francisco.**



We have reached 27 countries on six continents since the launch of this course in 2020. Global participants share their unique experiences, perspectives and opinions in class and through an engaged alumni network. There are periodic Zoom get-togethers for alumni.

**“The network itself was the biggest value-add of the entire course. What an amazing group of people you have brought together!”**



“This course is a rare gem. It’s years of collective first-hand experiences that would be really hard to find elsewhere. This class will benefit anyone who is interested, from business owners to scientists, students, innovators, and beyond.”

**Aaron Su, PhD**

Scientist, A\*STAR Bioprocessing Technology Institute,  
Singapore

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“The exclusive set of lectures and extensive resources is uniquely suited to those who are trying to bridge the gap between business and science. I will highly recommend this course.”

**Despina Stefanoska, MS**

Strategic Analyst at Genome Biologics,  
Germany



## GLOBAL NETWORK

“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.”

**Juan Pablo Robles, PhD**

Postdoctoral Scholar, Universidad Nacional Autónoma de México,  
Mexico



“The course is inspiring. I’ve learned from the speakers, the forums, and people’s stories.”

**Malini Singh, MD, MPH, MBA**

Clinical Professor, UCSF School of Medicine  
USA

This is a high touch, virtual course that consists of interactive lectures, small discussion groups, entrepreneur talks 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. We make interactive discussion a priority and provide many opportunities online.

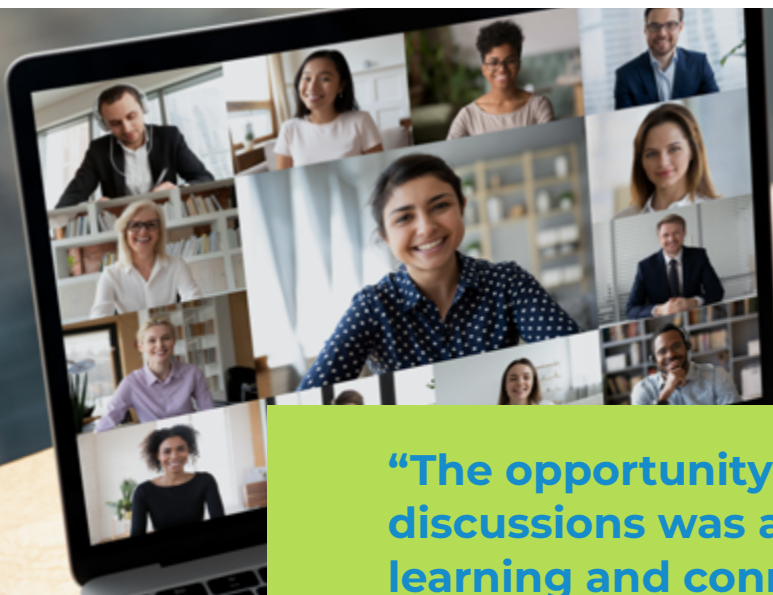
### **Live online lectures -**

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. There is always an option to view the recording at your convenience. We understand our participants are busy professionals and have packaged the course appropriately.

### **Discussion groups -**

Sector-specific forums are led by seasoned mentors in each life sciences/healthcare sector: therapeutics, diagnostics, medical devices, and digital health. The discussion breaks down the lecture topic for that sector. Entrepreneurial War Stories is led by a Founder/CEO and features one or two entrepreneurs each session who describe their path to success.

## **FORMAT**



**“The opportunity for smaller, more intimate discussions was amazing and another level of learning and connecting.”**



We've designed the course for anyone who wants to gain or enhance their business knowledge in the life sciences/healthcare innovation space. Diverse participants have included current entrepreneurs, aspiring entrepreneurs, physicians, scientific researchers, academic faculty, tech transfer managers, startup ecosystem heads, entrepreneurship directors, corporate managers, pharmaceutical company executives, government representatives, investors and consultants.

Some of our participants are:

**Aspiring entrepreneurs** – Wish to start a business or work for a startup.

**Early-stage entrepreneurs** – Need to evaluate the opportunity, develop a business plan and funding strategy.

**International entrepreneurs** – Want to understand the Silicon Valley environment.

**Entrepreneurship ecosystem players** – Looking to benchmark best practices from Silicon Valley and make connections.

**Corporate/government managers** – Trying to model the startup innovation culture.

## WHO SHOULD ATTEND?

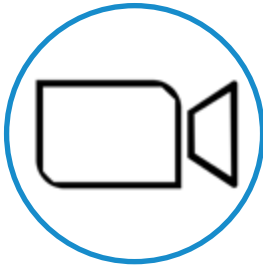




**“A 100% value for the investment”**

**FORMAT**

Live online  
and recorded

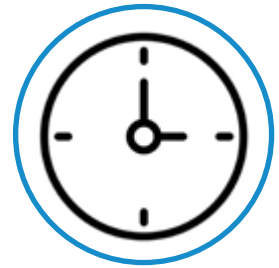


**LENGTH**

10 weeks

**SCHEDULE**

Accommodates  
global time zones



**COURSE DETAILS**

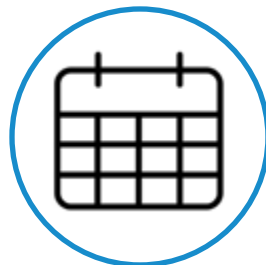


**COMMITMENT**

Two+ hours per week

**DATES**

Wednesdays starting  
October 4



**COST**

\$1500

**Contact:**

Stephanie.Marrus@ucsf.edu

**“Stephanie Marrus is highly knowledgeable, experienced, and connected. She knows how to bring together the exact right mix of experienced experts on the right topics at the right time.”**

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

Managing Director, Entrepreneurship  
UCSF Innovation Ventures

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.



## **COURSE DIRECTOR**

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

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



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## PARTNERS





## ABOUT UCSF

UCSF is the leading public university dedicated exclusively to life sciences and medicine and is ranked #11 of all universities globally. It is part of the University of California system, the world's premier research university, 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 Innovation Ventures' Entrepreneurship Program** is highly respected in the Silicon Valley startup community.

<https://innovation.ucsf.edu/>