



Master Class Direct from Silicon Valley

Entrepreneurship for Life Sciences and Healthcare Startups

Fall 2021

UCSF Innovation
Ventures

Explore life sciences/healthcare innovation from the vantage point of the world's most successful startup ecosystem, Silicon Valley. Participate in the culture of openness and free exchange of ideas that define The Valley.



DATES AND TIME COMMITMENT:

10 weeks from September 29 - December 8

Weekly 1.5-hour lectures plus optional small group sessions.

This course is a window into the world of Silicon Valley entrepreneurship, guided by the preeminent life sciences/medical institution, University of California San Francisco (UCSF). The focus is on how to create new ventures that may impact human health at scale – whether in therapeutics, medical devices, diagnostics or digital health. There is value for many different perspectives – current and potential life science/healthcare entrepreneurs, scientists and clinicians who are exploring how to translate their ideas, people working in large companies who want to innovate, business and government leaders, investors exploring life science, international entrepreneurs who are targeting the US, participants in the innovation ecosystem and anyone who wants to understand how the Silicon Valley model works. The class provides a meeting point for people who wish to expand their professional networks or locate future co-founders, collaborators, investors, consultants or advisors that can help move an idea or venture to the next level.



Our guest lecturers from Silicon Valley are dedicated experts who live and breathe life sciences and medicine daily. They relate essential understanding about markets, teams, buyers, regulation, intellectual property, partnering and investment needed to succeed. Successful entrepreneurs who have weathered the early startup days will share their insights. Through these inputs, participants will learn what it takes to succeed in Silicon Valley and the startup world.

KEY BENEFITS

You will gain the knowledge, insights and mindset to succeed in a startup.

- o Learn the basics of entrepreneurship in life sciences/healthcare
- o Discover how business can make or break your startup idea
- o Gain business knowledge and lexicon to balance a technical background
- o Learn how to translate a scientific or medical idea for commercialization
- o Access insider knowledge on how to build a startup and avoid mistakes
- o Develop insights into how investors make decisions
- o Interact real-time with experienced startup executives, mentors and investors
- o Build a strong network of global peers to share ideas and experiences



“This course has been a life changing experience for me”

Sravan Jaggumantri, PhD,
Director, Clinical Science, Sangamo Therapeutics

Silicon Valley insiders – Founders/CEOs, serial entrepreneurs, investors, lawyers and consultants -- zero in on ways they have guided startups to success. Our guest lecturers are practitioners who will help you understand the fundamental questions that a startup must address to create a viable business. You will learn the Silicon Valley mindset and investor requirements to obtain funding. Drawing on this knowledge, you will take away actionable ideas to improve your chance for success.



Whether you have an entrepreneurial mindset • Factors that make entrepreneurs successful • How and when to validate whether your idea is a commercial opportunity • How to identify prospective customers • Importance of product-market fit • Finding the best business model • Components of a business plan • How to build 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 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 elements of a business plan • Avoiding mistakes that can cost you your CEO position • And other real life stories in entrepreneurship.

FORMAT

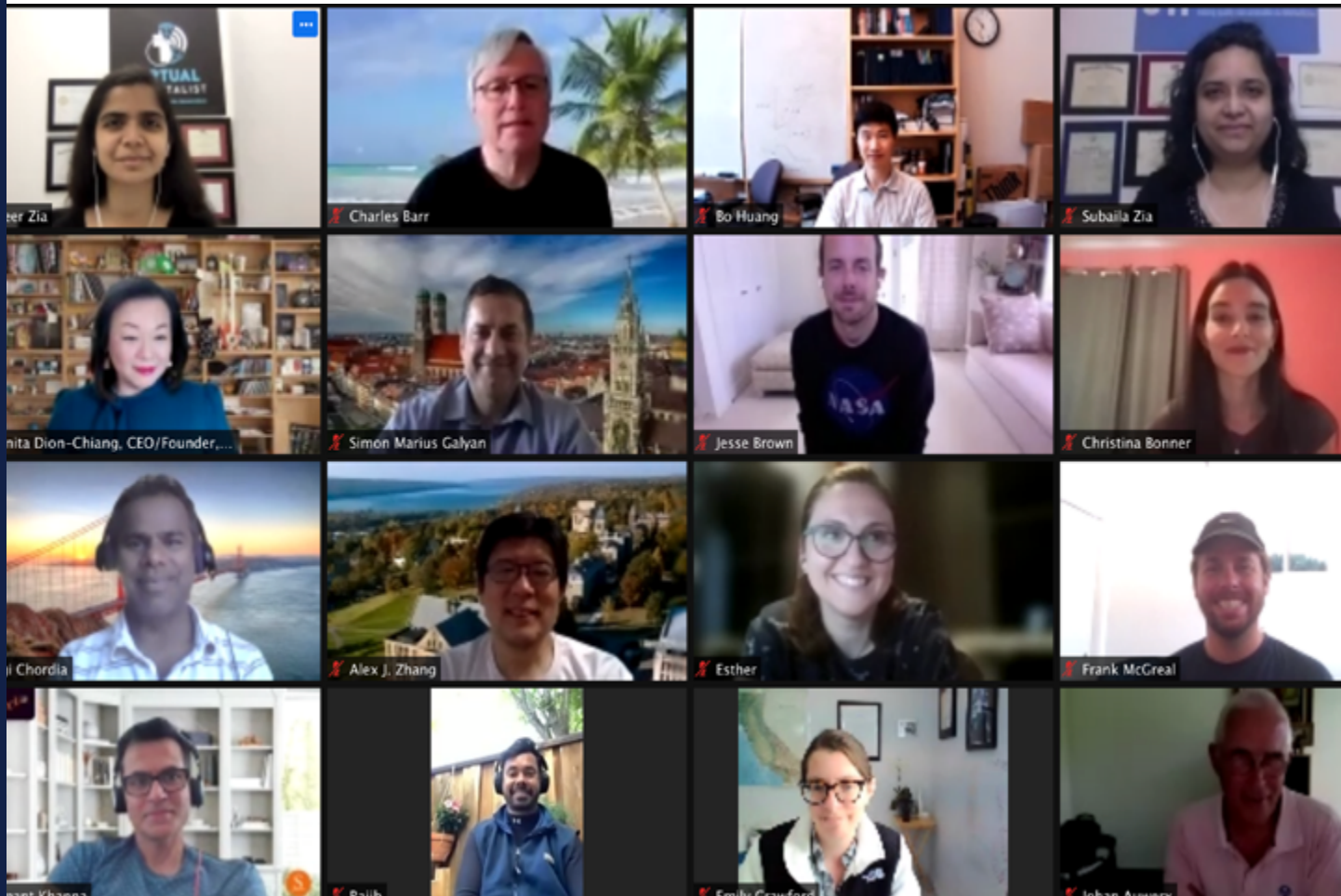
This 10-week online program is both live and recorded. You have the choice to attend synchronously to participate in real-time discussion or view videos on your own schedule. Weekly lectures are augmented by optional small group opportunities for greater interaction and to build your network. Class schedules rotate among time zones to accommodate participants from the Americas, Europe and Asia.



This course is designed for anyone interested in life sciences/healthcare entrepreneurship and in connecting with the exceptional Silicon Valley startup ecosystem. Participants are diverse in their academic background and level of experience. Most lack direct business experience and are looking to bridge that gap.

You may be...

- Currently in a startup or thinking about starting a company
- Working in science or medicine and interested in commercializing your ideas
- Considering the US market and need to understand the American mentality
- Planning to fundraise
- Interested in Silicon Valley style innovation
- Engaged in an innovation ecosystem
- Advising or consulting to startups
- A corporate business or government manager
- New to life sciences/healthcare business



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

Thomas Vail MD,
Chair, Orthopedic Surgery UCSF

LECTURES

Live online lectures comprise the core of this course, taught by accomplished guest lecturers from the Silicon Valley life sciences/healthcare startup world. Each lecturer has been chosen not just for their expertise but also for their ability to engage an audience. These senior professionals provide invaluable perspectives in a lively discussion format.

Silicon Valley guest lecturers who taught in the Spring Cohort and are representative of the Fall's roster:

Ross Jaffe, MD MBA	Managing Director, Versant Ventures; Venture Advisor, New Enterprise Associates
Stephanie Marrus, MBA MA	Managing Director, Entrepreneurship and Senior Lecturer, UCSF
Todd Esker, JD MS,	Partner, Morgan Lewis & Bockius
Teresa Toller	Christine Mathews Consulting, team expert
Yug Varma	Founder/CEO, Phi Therapeutics
Geetha Rao, PhD MS,	CEO Springborne Life Sciences, regulatory expert
Paul Gadiock, JD,	Wilson Sonsini and former Associate Director, FDA, CDRH
Shawn Becker, MD,	President, Silvercat Advisors, reimbursement expert
Rachel Kuperman, MD,	Founder/CEO, Eysz
Darren Cooke, JD MS,	Board Member, Life Science Angels
Anne DeGheest, MBA MS,	Founder and Managing Partner, Healthtech Capital
David Morris, MD,	Operating Partner, Novartis Venture Fund
Robert Mittendorf, MD MBA,	General Partner and Head of Healthcare, B Capital Group
Pierre Theodore, MD,	VP Global External Innovation, J&J
Beth Rogozinski, MBA,	CEO, Oncoustics
Ryan Howard	Founder, CEO, Chairman, 100Plus



Network

Participants in this course will join a diverse, global network including over 200 alumni from four continents and 13 countries. There are breakout room mixers to get acquainted with your cohort and a combined mixer with alumni. This network of global peers is one of the most valuable long-term outputs of the class.



Interactive Small Groups

There are two types of small discussion groups so you can interact with your peers, mentors and experts outside the large lecture format. These one-hour discussions occur each week at times convenient for different time zones. You may join an unlimited number of groups, gaining exposure to different mentors and classmates in each. These provide an opportunity to gain valuable advice in an interactive setting.

Sector Forums are led by experienced industry mentors and divide interests by sector: therapeutics, diagnostics, devices and digital health. The group may delve into the last lecture content or discuss a classmate’s startup idea. Our mentors, with decades of business experience and work on startups, are serial entrepreneurs, CEOs, C-Level executives, consultants and investors. They facilitate the discussions and provide feedback.

Study Groups form around key entrepreneurship topics such as Customer Discovery, Fundraising, Spinning out of Academia and Team Building. Groups are led by practitioners who are expert in the topic.

Office Hours are held one-on-one with the Course Director for advice on any class related topic or your special interest.

Readings are carefully curated from trusted resources to provide easily digestible, pragmatic information to expand class content. These become your personal entrepreneurship library.

ADVISORY COMMITTEE



Bernard Fallon

Managing Director, Education,
Biotechnology Innovation Organization (BIO)



Christopher Haskell, PhD

Vice President and Head,
Open Innovation Center West, Bayer

Alan May, JD

Founder and Chairman, Life Science Angels

David Morris, MD

Operating Partner, Novartis Venture Fund

**Carolina Garcia Rizo,
PhD, MBA**

Advisor, European Community, Biotechnology

ALUMNI COUNTRY AMBASSADORS



Keith Thompson, MD
Chief Medical Officer
iTeled



Hans Hoppe, DPhil, MBA
CSO
DasLab



Meritxell Teixidó, PhD
CEO/CSO
Gate2Brain



Blake Bowers
PhD Student
National University of Ireland



Gabriel Del Rio, PhD
Associate Professor
Universidad Nacional Autonoma de Mexico



Gurvinder Chahal
Business Leader
Rabobank



Renato Del Grosso, MSc
Cofounder & Chief Strategy Officer
Cube Labs



Stephanie Marrus, MBA, MA

Managing Director, Entrepreneurship
UCSF Innovation Ventures

Stephanie Marrus is passionate about starting mission-driven companies that focus on improving human healthcare. She has been called “an institution” by her peers in the Silicon Valley ecosystem, putting UCSF entrepreneurship on the map in Silicon Valley, the United States and globally. Her private sector business experience with venture capital backed companies results in a pragmatic, action-oriented learning approach. She has been affiliated with entrepreneurship programs at the University of California Berkeley, Stanford University’s Technology Ventures Program, the US State Department and has spoken at conferences in Europe, Asia, Latin America, the Middle East and Africa.

During a 30-year business career, she has worked with companies in science and technology as a member of the management team, business consultant and mentor. Many of these companies have technological roots at the University of California, Stanford, MIT and Harvard. She has held C-suite roles, led partnering and merger and acquisition transactions, headed corporate development, strategy, marketing, communications and investor relations. Her academic titles, including the current Course Director and Senior Lecturer at UCSF, have included Entrepreneur-in-Residence at UC Berkeley’s Haas School of Business, Adjunct Professor at UC Berkeley’s Center for Entrepreneurship in Technology, and Entrepreneur-in-Residence for the Global Entrepreneurial Marketing Course at Stanford. She is National Science Foundation (NSF) certified faculty for I-Corps, a government program for entrepreneurial training. She is a frequent speaker and moderator at conferences including the White House’s Global Entrepreneurship Summits in Hyderabad, India and Silicon Valley, the Global Entrepreneurship Congress in Bahrain and the World Economic Forum’s Center for the Fourth Industrial Revolution.

She is a member of the US State Department’s International Speaker Program.

The University of California San Francisco (UCSF) is the leading US university dedicated exclusively to life sciences and medicine. It ranks #15 globally among all universities. UCSF is part of the ten-campus University of California, the world's premier public research university system, and shares programs with UC Berkeley. Faculty includes six Nobel Laureates who have advanced the understanding of cancer, genetics, neurodegenerative diseases, aging and stem cells.

UCSF Innovation Ventures' Entrepreneurship Program is a focal point for life sciences and medical startups in Silicon Valley. The program has informed over 1,500 participants from UCSF, Berkeley, Stanford and the business world. It has facilitated 40 startups that raised over \$750 million in grants, angel funding and venture capital in a five year period.



“Our acclaimed entrepreneurship class melds UCSF’s expertise in healthcare innovation with Silicon Valley’s startup culture, helping life science and medical entrepreneurs globally”

Barry Selick, PhD. Vice Chancellor,
UCSF Innovation Ventures



THERAPEUTICS



MEDICAL DEVICES



DIAGNOSTICS



DIGITAL HEALTH



Early bird
\$995

Regular:
\$1150



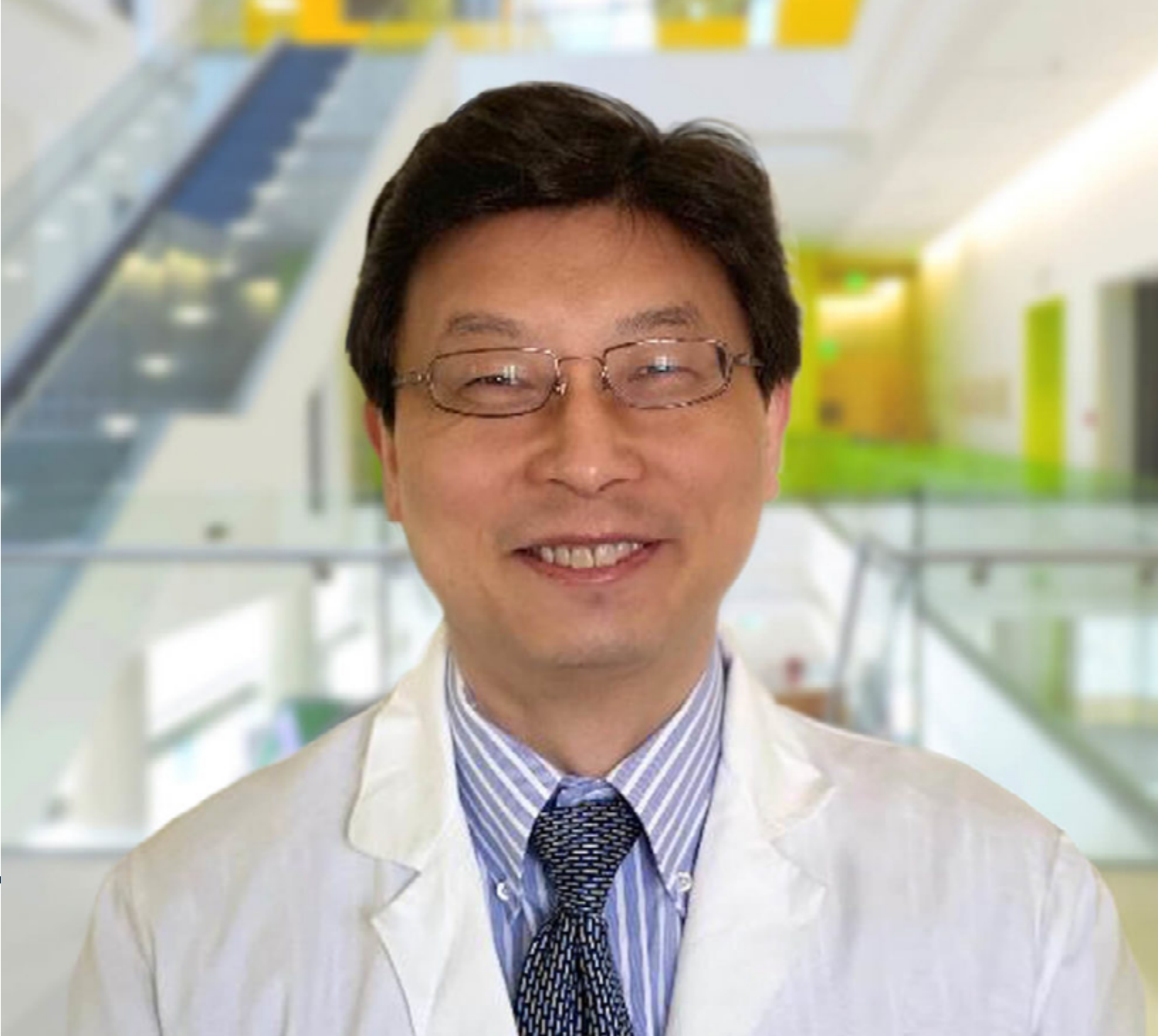
Contact us with questions:
Stephanie.Marrus@ucsf.edu

UCSF Innovation
Ventures

Berkeley Sutardja Center for
Entrepreneurship & Technology
COLLEGE OF ENGINEERING



BIOME
by Novartis



“I had zero experience on how to build a company before taking the course. The class exceeded my expectations and I’m energized to pursue my startup idea.”

Lijun Ma, PhD,
Professor, Radiation Oncology, UCSF