

A photograph of a modern, multi-story glass and steel building, identified as the UCSF Medical Center, taken at dusk. The building's windows are illuminated from within, and the sky is a deep blue. In the foreground, there are blurred light trails from traffic, suggesting a busy urban environment. The text 'UCSF Medical Center' is visible on the upper part of the building's facade.

UCSF Medical Center

# Entrepreneurship for Life Science and Healthcare Startups

Master Class Direct from Silicon Valley

**UCSF** Innovation  
Ventures

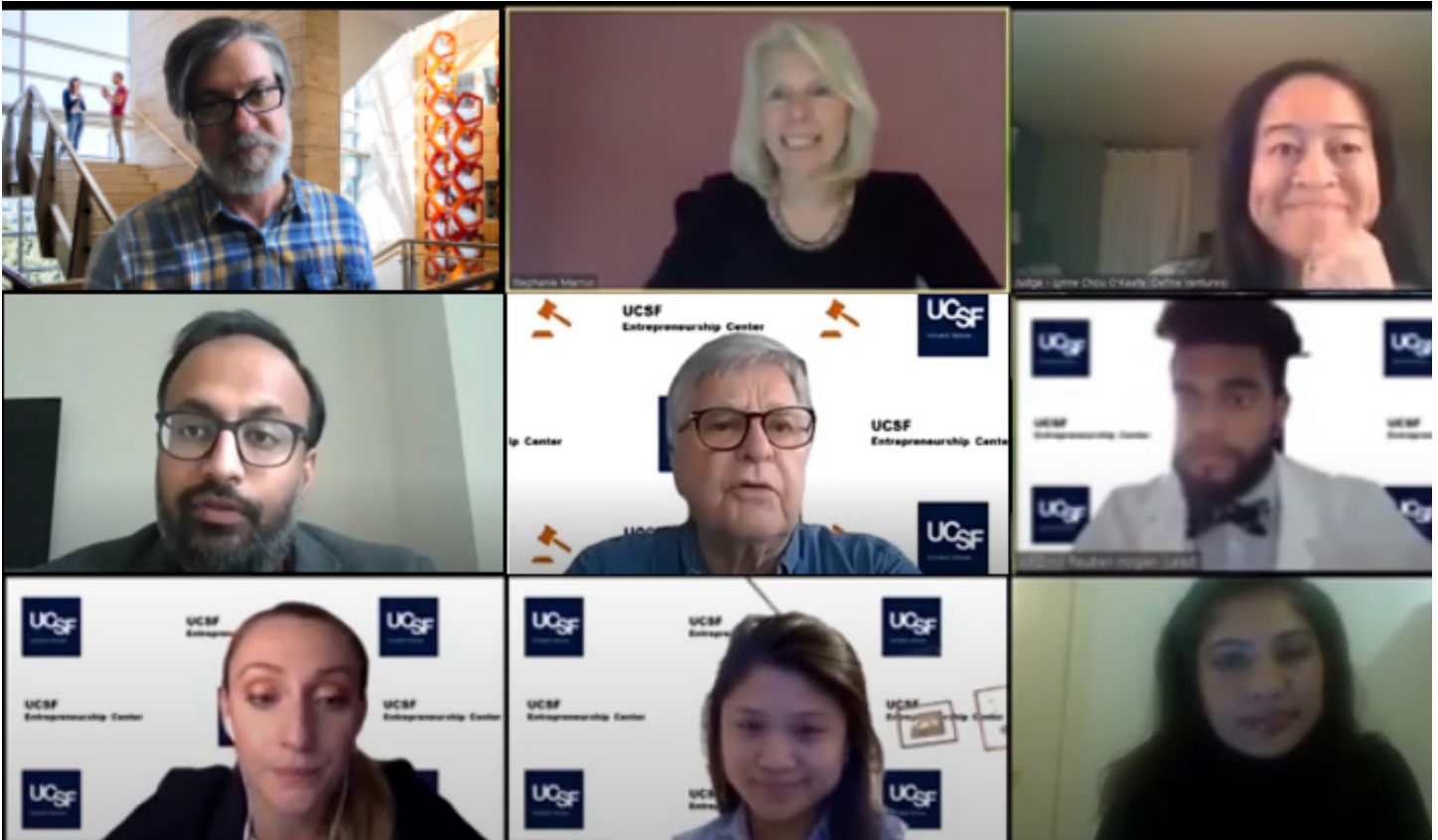
## ABOUT THIS COURSE

In today's unprecedented Covid world, the imperative for entrepreneurship is greater than ever, especially for the life science/healthcare sector (LS/HC). The need for entrepreneurial approaches to the world's most important medical problems is immense. This class will provide the information and the tools to help you create a winning business plan and investor pitch.

Guided by renowned entrepreneurship practitioners from the LS/HC powerhouse University of California San Francisco (UCSF) and the Silicon Valley startup ecosystem, you will learn practical information, not theory, to help you succeed. This class is focused exclusively on the Life Science/Healthcare (LS/HC) sector, differentiating us from other entrepreneurship courses available.

Our guest lecturers from UCSF and Silicon Valley are dedicated LS/HC experts who live and breathe the sector daily. They will relate essential understanding about the challenges, dynamics, timeframes, regulation and capital needs you will face in a LS/HC startup.





## WHAT THIS PROGRAM COVERS

This 10-week online program arms you with the knowledge and tools to unlock start-up opportunities. The course is about starting and growing new LS/HC ventures, with a special emphasis on companies that can scale to impact human healthcare. It is intended for anyone with an interest in LS/HC entrepreneurship, whether you are curious, exploring the possibility of starting a company, already involved in a startup, in a corporation seeking to innovate or a government economic development group. The content is appropriate for scientific researchers, clinicians, technical people, computer scientists, students, innovators in corporations and government, and does not presume a business background. We will address all sectors of LS/HC -- therapeutics, medical devices, diagnostics, digital health, research tools or services.

You will learn from Silicon Valley CEOs, entrepreneurs, investors, lawyers and consultants who will zero in on ways they have guided startups to success. Guest speakers and exercises will guide you through fundamental questions that a new company must address. Drawing on the experience of Silicon Valley, students will be able to take actionable ideas away from the course and use them to build and improve their startups. You will be exposed to the Silicon Valley mindset and investor requirements to get funding.



## OVER THE NEXT TEN WEEKS YOU'LL LEARN:

- Whether you have an entrepreneurial mindset
- Factors that make entrepreneurs successful
- Differences between a corporation and a startup environment
- How to validate an idea or product as a commercial opportunity
- Determining your prospective customers
- Assessing product/market fit
- Finding the best business model
- Components of a business plan
- Building a winning team to execute on the plan
- Establishing a corporate culture
- Protecting your invention through the legal system
- Types of intellectual property
- The role of regulation worldwide and the FDA model
- How costs are reimbursed in the United States
- Selling to health systems
- Partnering with pharmaceutical companies
- Finding investors who fund early stage companies
- Learning the needs of angel investors and how they invest
- How venture capital works
- 3 essential investment criteria
- Communicating your business plan to investors successfully
- Mistakes entrepreneurs make that you can avoid

## WHO SHOULD TAKE THIS COURSE?



This course is designed for anyone interested in LS/HC entrepreneurship or participating in a LS/HC startup. You may be working on a business today, thinking about starting a company or simply curious about what it's like to be an entrepreneur. You may be in a large organization or government department that would like to bring more innovation inside and adopt the Silicon Valley mindset. You may want to take your product to the US and need to learn the requirements. You may be considering fundraising in Silicon Valley.

- LS/HC entrepreneurs from all sectors
- Potential entrepreneurs
- Existing LS/HC businesses that want to be more entrepreneurial
- Tech transfer organizations
- Academics
- Scientific researchers
- Research organizations
- Clinicians and trainees
- Medical, dental and nursing schools and students
- PhD students and Post Doctoral Fellows
- Incubators and accelerators
- Government economic development organizations

***“Getting access to a wealth of resources, from mentors pitch decks, investors, and critical feedback, I believe Startup 101 is the premier course for healthcare.”***

Sevith Rao, MD, UC Berkeley MBA student

## WHAT YOU'LL LEARN

This program integrates live and recorded online lectures with opportunities for collaborative learning through discussion forums. Students will be invited to online peer forums to discuss the course content and their individual ideas or projects. Forums may be organized geographically or by life science/healthcare sector interest. Experienced business mentors from the Silicon Valley ecosystem may connect to the forums to provide guidance and answer questions. Lectures will be delivered online in a combination of live/real time and recorded media. A reading list will be provided.



## GUEST LECTURERS

This is a partial listing of Silicon Valley guest lecturers from UCSF's Startup 101 course that serves as the model for this Master Class. We will extend invitations to these and similar experts.

<b>Sylvaine Cases, PhD</b>	VP Oncology Scientific Innovation, Janssen/Johnson & Johnson
<b>Yelda Kaya, MD, JD, MBA</b>	Senior Director Transactions, Johnson & Johnson
<b>David Morris, MD</b>	Managing Director, Novartis Venture Fund
<b>Winnie Wan, PhD, MBA</b>	Board Director, Life Science Angels
<b>Teresa Toller</b>	Head of Talent, Arsenal Biosciences (Series A company)
<b>Sami Inkinen, MBA</b>	Founder/CEO, Virta Health (serial entrepreneur)
<b>Christy Sheehy, PhD</b>	Cofounder/CEO, C.Light Technologies (entrepreneur)
<b>Chris Waugh</b>	Chief Innovation Officer, Sutter Health (health system)
<b>Sandeep Shroff, MBA, MS</b>	CEO, myStartupCFO
<b>Ryan Howard</b>	Founder/ Chairman/CEO, 100Plus (serial entrepreneur)
<b>Arvind Gupta, MS</b>	General Partner, SOSV; Founder, IndieBio (VC/accelerator)
<b>Kunwoo Lee, PhD</b>	Founder/CEO, Genedit (first time entrepreneur)
<b>Beth Andersen, MBA</b>	California Plan President, Anthem Health (health system)
<b>Oron Afek</b>	CEO/Cofounder, Vim (serial entrepreneur)
<b>Unity Stoakes</b>	President/Cofounder/Managing Partner, StartUp Health

The UCSF Innovation Ventures [Entrepreneurship Center](#) is the focal point for life science/healthcare startups in Silicon Valley and has trained over 1,500 participants from UCSF, Berkeley and Stanford. Our programs have facilitated 40 startups that raised over \$700 million in grants, angel funding and venture capital. Our core entrepreneurship course, Startup 101, trains scientists and clinicians, graduate students and post docs, to translate research from academe to the commercial world. We have many mentors and advisors who help guide our startups.

### **We strive to bring our knowledge and experience from UCSF and Silicon Valley to global entrepreneurs.**

The University of California San Francisco ([UCSF](#)) is the leading university in the US dedicated exclusively to life sciences/healthcare. We are part of the 10 campus University of California, the world's premier public research university system, and share programs with our sister school, the University of California Berkeley. We are home to five Nobel Laureates who have advanced the understanding of cancer, neurodegenerative diseases, aging and stem cells. Our hospitals and educational programs consistently rank among the best in the United States. Our collection of dedicated scientists, clinicians and students strive to make the world a better place through our singular focus on health. We are innovative and entrepreneurial, part of the Silicon Valley ecosystem that has given rise to some of the most important companies in the world. We draw on the disruptiveness of the tech industry to inform our LS/HC startups.

***“Every single Startup 101 speaker is a superstar in their field. It is the best speaker series I’ve encountered.”***

Matthias Vissiers, MD, UCSF/UC Berkeley Masters student



## COURSE DIRECTOR

### **Stephanie Marrus**

MBA, MA

Managing Director, Entrepreneurship

Senior Lecturer, UCSF



Stephanie Marrus has defined her mission as facilitating the start of companies from UCSF science and technology, building the entrepreneurial ecosystem and providing the UCSF community exposure to the startup world. Since joining the University in 2012, she has developed a robust suite of programs that have contributed to a vibrant entrepreneurial community at UCSF and is recognized throughout Silicon Valley and beyond. In addition to heading the Entrepreneurship Center, she serves as Senior Lecturer/Course Director for UCSF's entrepreneurship classes.

She has translated her business experience to the classroom and teaches experiential courses in entrepreneurship in Silicon Valley and globally. She has been affiliated with programs at the University of California, Berkeley and Stanford University's Technology Ventures Program. She has taught and presented at conferences in Europe, Latin America, the Middle East, Africa and Asia.

During a 25-year plus business career, she worked with over 1000 companies in science and technology as a member of the management team, business consultant or mentor. Many of these companies have their technological roots at UC Berkeley, Stanford, UCSF, MIT and Harvard. She has had roles as CEO, Chief Operating Officer and Chief Business Officer for public and private venture capital backed companies, led partnering and merger and acquisition transactions, headed corporate development, strategy, marketing, communications and investor relations. Her sector experience is in life science/healthcare and information technology.

Her academic titles have included Senior Lecturer at UCSF, 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 National Faculty for the National Science Foundation's (NSF) Innovation Corps (I-Corps),

NSF's highly successful entrepreneurial training. She led the creation of Lean LaunchPad for life science/healthcare that was adopted by National Institutes of Health (NIH) I-Corps. She is a frequent speaker and moderator at entrepreneurship conferences. She moderated panels at the White House's Global Entrepreneurship Summits in Hyderabad, India and Silicon Valley, spoke at the Global Entrepreneurship Congress in Bahrain, at the World Economic Forum's Center for the Fourth Industrial Revolution and participates in the State Department's International Speaker Program. She has spoken at industry conferences including the Biotechnology Innovation Organization's annual meeting and Singularity University's Exponential Medicine. She has been a guest lecturer at Singularity University.

Her global titles have included Adjunct Professor, St. Petersburg State University Graduate School of Management, Russia; Entrepreneur-in-Residence, King Abdullah University of Science and Technology (KAUST), Jeddah, Saudi Arabia; faculty at the Moscow School of Management Skolkovo Startup Academy. She has been a guest lecturer at Tsinghua University, Beijing, ESADE Business School, Barcelona, IE Business School, Madrid, Pasteur Institute, Paris, as well as in Argentina, Chile, Mexico, Vietnam and Morocco.



***“Our company just won a regional business plan competition. A big thanks to our advisors, including Stephanie Marrus and the UCSF Startup 101 team, for helping us prepare.”***

Katherine Grill, PhD, Founder/CEO, Nealth

## STARTUP 101 ADVISORY COMMITTEE: INVITED FOR MASTER CLASS

The UCSF Startup 101 course is informed by experts in each sector of the life sciences/healthcare industry. The Advisory Committee represents startup founders, serial entrepreneurs, management team members, angel investors and venture capitalists. Senior professionals, such as, **Christopher Haskell**, PhD, Vice President and Head, Open Innovation Center North America West, Bayer, **Howard Edelman**, CEO, Advanced Resin Therapeutics and serial entrepreneur; Entrepreneur-in-Residence, UCSF Innovation Ventures, **Philippe Nore**, MBA, MSc, Vice President, Research and Business Development, Adaptive Biotechnologies and Chris Meda, MS, Chief Business Officer, IncellDx, **Faz Bashi**, MD, Life Science Angels, and **Unity Stoakes**, Cofounder/President/Managing Partner, StartUp Health, will be invited to teach in and advise the Master Class.

### SECTORS OF FOCUS



**THERAPEUTICS**



**MEDICAL DEVICES**



**DIAGNOSTICS**



**DIGITAL HEALTH**

## PRICE AND TIMING



**Ten Weeks**



**US \$750**

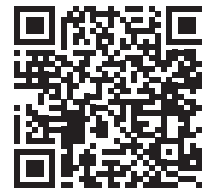


**September 2020**

## REGISTER NOW

[https://ucsf.co1.qualtrics.com/jfe/form/SV\\_2b1a6m3RSfRh3ox](https://ucsf.co1.qualtrics.com/jfe/form/SV_2b1a6m3RSfRh3ox)

**Contact us with questions:  
Stephanie.Marrus@ucsf.edu  
Cell 415 297 3878**





UCSF