

***The Biotechnology Industry Organization  
Boot Camp for Biotechnology Entrepreneurs***

***Sponsored by Pepper Hamilton, LLP***

Sunday, June 26 through mid-day Tuesday, June 28, 2011  
Washington, DC

<b>Sunday, June 26, 2011</b>		
7:30 am – 8:00 am	<b>Breakfast and Check-in</b>	
8:00 am – 8:15 am	<p><b>SESSION 1:</b> <b>Opening Remarks by Boot Camp Co Chairs</b></p> <p><b>Overview of Program and Welcome by Sponsor</b></p>	<p><b>Arthur Boni, Ph.D.</b> John R. Thorne Chair of Entrepreneurship Tepper School of Business, Director, Donald H. Jones Center for Entrepreneurship Carnegie Mellon University</p> <p><b>Jeffrey Libson, JD</b> Partner PepperHamilton LLP Lecturer, Wharton School</p>
8:15 am – 9:00 am	<p><b>SESSION 2:</b> <b>Biotechnology Strategy and Business Models</b></p> <p>The session will describe the major models and strategy foundations for biotechnology companies.</p>	<p><b>Stephen M. Sammut</b> National Co-Chair Venture Partner Burrill &amp; Company Senior Fellow, Wharton School</p>

<p>9:00 am – 10:15 am</p>	<p><b>SESSION 3: Project, Product or Company: Assessment and Qualification of Technologies as a Basis for a Business Startup</b></p> <p>Forming a company around a technology is relatively easy. Staffing and capitalizing it is another story. Savvy employees, astute venture capitalist and selective prospective strategic partners know that companies without technological “critical mass” sufficient to bring a series of product to the market are unsustainable. This session will provide tools and a contextual framework as to how technologies can be assessed for capitalization and partnering. The session includes a . . . . . .</p>	<p>Moderator and Lecturers: <b>Arthur Boni, Ph.D.</b></p> <p><b>Panayiotis P. Constantinides, Ph.D</b> CEO BPDDC, LLC</p>
<p>10:15 am – 11:00 am</p>	<p><b>Break-out with refreshment for Case Discussion followed by group recommendations</b></p>	
<p>11:00 am – 12:00 pm</p>	<p><b>SESSION 4: Reimbursement and Pricing Strategies</b></p> <p>It is never too early to assess n how the market will respond to products, especially as it relates to pricing and reimbursement. This session will address the fundamentals of pharmaceutical pricing and reimbursement strategies.</p>	
<p>12:00 pm – 1:00 pm</p>	<p><b>Lunch</b></p>	
<p>1:00 pm – 3:00 pm</p>	<p><b>SESSION 5: What Every Investigator Must Know about IP in Biotechnology Startups</b></p> <p>The goal of the session is to provide information and insight into the specific issues confronting investigators, entrepreneurs, investors and their patent attorneys.</p>	<p>Moderator :</p> <p>Stephen Sammut</p> <p>Faculty:</p> <p><b>Raymond A. Miller, JD</b> Partner, Pepper Hamilton LLP</p>

	<p>Additionally, the speakers will describe the prevailing treatment by the PTO and the courts of specific issues and implications such as the doctrine of equivalents, gene sequencing, process patents, international issues, etc. The two biotechnology patent attorneys will also describe the intellectual property concerns of licensor and licensee.</p>	<p><b>Kathryn Doyle, Ph.D., JD</b> Partner and Chair Riverside Law LLP</p>
3:00 pm – 3:15 pm	Break	
3:15 pm – 5:00 pm	<p><b>SESSION 6: Regulatory Planning and the Implications for Strategy and Financing</b></p> <p>This session provides the specific insight into planning for FDA regulations in light of strategy, financial needs, and the concerns of prospective partners and investors. The session features two internationally know authorities in regulatory affairs.</p>	<p>Moderator: <b>Jeffrey Libson, JD</b></p> <p>Faculty: <b>James G. Kenimer, Ph.D.</b> President &amp; CEO Biologics Consulting Group, Inc.</p> <p><b>Jim Ackland</b> President, Global Biosolutions</p>
5:00 pm – 5:10 pm	<b>Break</b>	

5:10 pm – 6:30 pm	<p><b>SESSION 7: Building an Entrepreneurial Management Team</b></p> <p>Team building in biotechnology companies is the most challenging task for entrepreneurs, and the backbone of venture capitalists’ decision to invest or not to invest. The session provides exploration of the issues in forming an entrepreneurial team of a start-up or early stage company and approaches to successful team formation and management of the team.</p> <p>The panelists represent the perspective of a CEO, CSO, and a venture capitalist.</p>	Lecturer and Moderator: <b>Arthur A. Boni, Ph.D.</b>
6:30 pm	<b>ADJOURNMENT FOR DAY 1</b>	
6:30 pm – 7:30 pm	<b>Reception (location TBD)</b>	
<b>Monday June 27, 2011</b>		
7:45 am – 8:15 am	<b>Breakfast and Registration</b>	
8:15 am – 9:15 am	<p><b>SESSIONS 8 &amp; 9: The Business Plan and Pitch Book in the Fund Raising Process</b></p> <p>Experienced entrepreneurs and their investors openly recognize that within a year of operating, few companies resemble their original business plan. Business plans and the accompanying pitch, however, provide the starting point of a shared vision and evidence that the founding team can reach a consensus in the business and technology</p>	<p>Moderator and Lecturer: <b>Arthur A. Boni, Ph.D.</b></p> <p>Faculty Commentators: <b>James Foley, Ph.D.</b> CEO, Aqua Partners And former head of Business Development, BristolMyers Squibb</p> <p><b>Benjamin Chen, Ph.D.</b> Managing Partner Ignatius Transaction Partners</p>

	<p>development planning process and the resources required to meet critical milestones. The session provides a framework for developing a pitch and the essentials of a business plan. The session is structured in a novel way. An entrepreneur will present a partnering pitch for his/her company to a panel of early stage business development professionals who will make a real-time critique and recommendations. Boot Camp participants will be invited to share their own views as well.</p>	<p><b>Jeffrey Libson, Partner</b> Pepper Hamilton LLP Lecturer, Wharton School</p> <p><b>Kent Gossett, DVM, Ph.D., MBA</b> Partner, SR One, Ltd. (the venture fund of GlaxoSmithKline)</p>
<p>9:15 am – 10:30 am</p>	<p><b>SESSION 10: COMBINED BREAK WITH SMALL GROUP DISCUSSION OF SESSION 8</b></p>	
<p>10:30 am – 12:15 pm</p>	<p><b>SESSION 11: Licensing, Partnering, Strategic Alliances and University Relationships</b></p> <p>The Moderator, a merchant banking intermediary will guide the session through the issues and <i>end the session</i> with his own lecture on positioning and preparing a company for a licensing/alliance campaign. The session will be opened with a presentation on the key points of developing and managing the relationship, and the strategic importance of forming alliances in this industry.</p> <p>The faculty includes a university technology transfer professional who will provide a presentation on the academic perspective on licensing and expectations</p> <p>An entrepreneur on the panel will describe the strategic elements of out-licensing and partnering, and the most effective ways to market and</p>	<p>Faculty: <b>Benjamin Chen, PhD.</b> Managing Partner Ignatius Transaction Partners</p> <p><b>James Foley, Ph.D.</b> CEO, Aqua Partners former head of Business Development, BristolMyers Squibb</p> <p><b>Jeffrey Libson, JD</b> Partner Pepper Hamilton LLP Lecturer, Wharton School</p>

	<p>manage a relationship.</p> <p>An attorney will offer a legal perspective on licensing transactions.</p> <p>A merchant banking intermediary, the moderator, will lecture on positioning and preparing a company for a licensing/alliance campaign.</p>	
12:30 pm – 1:45 pm	<b>Box Lunch in Room</b>	
1:45 pm - 3:45 pm	<p><b>SESSION 12: Capitalization of the Venture</b></p> <p>CEOs and CSOs of biotechnology companies spend as much time raising capital as managing their company. Biotechnology companies have unique issues in raising capital because their risk profiles differ from companies in most other industries. Risk is often managed by a sequential accomplishment of rigorous due diligence and negotiated milestones. Biotechnology entrepreneurs and their venture capitalists, therefore have a unique relationship and dynamic. An attorney specializing in company formation and capitalization will join the panel to provide legal perspectives.</p>	<p>Moderator: <b>Stephen M. Sammut</b></p> <p>Speakers: <b>Ashley J. Stevens, D.Phil (Oxon), CLP</b> Special Assistant to the Vice President for Research Technology Development Senior Research Associate, ITEC</p> <p><b>Christopher Miller, JD</b> Partner Pepper Hamilton LLP (Legal)</p>
3:45 pm - 4:15 pm	<b>BREAK</b>	
4:15 pm - 5:30 pm	<p><b>SESSION 13: Keynote Address</b></p> <p><b>David U'Prichard, Ph.D</b> President and CEO Druid Consulting, LLC Venture Partner, Red Abbey Ventures, Former Chairman, Research and Development, GlaxoSmithKline</p>	<p>Introduction by: <b>Stephen M. Sammut</b> National Co-Chair Venture Partner Burrill &amp; Company Senior Fellow, Wharton School</p>

5:30 pm	<b>Adjournment of Day 2</b>	
<b>Tuesday June 28, 2011</b>		
8:30 am - 9:30 am	<b>SESSION 14: Local Company Pitch to Venture Capitalists</b>	Faculty Commentator: <b>Elaine V. Jones, Ph.D.</b> Executive Director, Venture Capital Worldwide Business Development Pfizer, Inc.
9:30 AM to 10:30 AM	<b>SESSION 15: COMBINED BREAK WITH SMALL GROUP DISCUSSION OF SESSION 15</b>	
10:30 AM to 11:30 AM	<b>SESSION 16: Exit Strategies</b>	
11:30 AM to 12:30 PM	<b>SESSION 17: Mock Term Sheet Negotiation</b>	
12:30 PM to 12:45 PM	<b>Closing Remarks Adjournment</b>	