



Association of University Technology Managers®
Advancing Discoveries for a Better World®

AUTM 2017 Startup Business Development Course

July 12 – 13, 2017
Swissotel Chicago
Chicago, Illinois



AUTM 2017 Startup Business Development Course Program Committee

Program Chair:

Peter Ball,
Mayo Clinic Ventures

Program Committee:

Heather Bakalyar, *Liminal Innovation*
Robert Brown, *Louisiana State University, A&M College*
Tony Gangemi, *Murtha Cullina LLP*
Neyha Sehgal, *Innovation Lab*

The Startup course will provide 8 hours of continuing education (CE) credits for those who attend the entire meeting.

About AUTM

The Association of University Technology Managers (AUTM) is a nonprofit organization dedicated to bringing research to life by supporting and enhancing the global academic technology transfer profession through education, professional development, partnering and advocacy. AUTM's more than 3,300 members represent managers of intellectual property from more than 350 universities, research institutions and teaching hospitals around the world, as well as numerous businesses and government organizations.

Meeting Agenda

Wednesday, July 12

1 – 5 p.m.

Registration

Location:

Zurich Ballroom Foyer

1:30 – 1:45 p.m.

Welcome and Introductions

1:45 – 2:15 p.m.

Startups and Ecosystems

Location:

Zurich EFG

Instructor:

Peter Ball, *Mayo Clinic Ventures*

What is a startup? Why do they? How are they created and nurtured? Entrepreneurs launch startups for a variety of reasons, but university startups are most often created to commercialize research for public benefit; to recruit, reward and retain faculty and students; to promote growth in the local economy and to generate income. Startup success requires cultivation of a fertile ecosystem serving multiple stakeholders. This introductory module provides a framework for addressing numerous issues such as conflicts, valuation, risk management, market analysis, intellectual property, government regulations, licensing, funding, entity formation and execution.

2:15 – 3:15 p.m.

Policy Issues: Intellectual Property, Conflict of Interest and Commitment

Location:

Zurich EFG

Instructor:

Monica Sveen Ziebell,
Mayo Clinic

University startups create a number of challenges to the institution's relationship with its faculty and students, raising policy issues for intellectual property, conflicts of interest and conflicts of commitment. Well-designed policies and conflict management programs are necessary components of any successful startup ecosystem. In this module we will discuss policy examples to show how thoughtful policies promote appropriate behavior, discourage misconduct and succeed (or fail) in practice.

3:15 – 3:45 p.m.

Break

Location:

Zurich Ballroom Foyer

3:45 – 4:45 p.m.

Opportunity Evaluation, Risk Assessment and Resource Allocation

Location:

Zurich EFG

Instructor:

Joseph Feldman, *Feldman Associates*

Given a portfolio of startup (and other) opportunities, limited resources, and competing goals, which resources should be allocated to which opportunities? This module will present the startup development roadmap, including milestones, for defining the value proposition, quantifying risk and identifying funding needs. We will discuss intellectual property strategy, market analysis, technical risk, regulatory issues and contractual due diligence.

4:45 – 5 p.m.

Break

Location:

Zurich Ballroom Foyer

5 – 5:50 p.m.

I-Corps and Lean Launchpad

Location:

Zurich EFG

Instructor:

Christina Pellicane,
University of Delaware

Quick iteration and hypothesis testing enable startups to efficiently search for repeatable and scalable business models. This module will describe Customer Discovery, Customer Validation, the Business Model Canvas and Product-Market Fit. You will learn how I-Corps and Lean LaunchPad play a vital role in university startup ecosystems.

6 – 7:30 p.m.

Welcome Reception

Location:

Zurich Ballroom Foyer



Meeting Agenda

Thursday, July 13

7 – 8 a.m. **Continental Breakfast**

Location: **Lucerne III**

7 a.m. – 2 p.m. **Registration**

Location: **Lucerne Ballroom Foyer**

8 – 8:50 a.m. **Incubators, Accelerators and Strategic Partnerships**

Location: **Lucerne II**

Instructor: **Heather Bakalyar, *Liminal Innovation***

Incubators nurture early stage ideas or concepts with the goal of creating a promising business model and fundable company. Accelerators refine and scale existing businesses. Strategic partners typically provide capital, product development, marketing and distribution in exchange for access to a startup's new technology. This module describes how universities work with incubators, accelerators and strategic partners to advance startups.

8:50 – 9:05 a.m. **Break**

Location: **Lucerne Ballroom Foyer**

9:05 – 9:55 a.m. **Funding Options**

Location: **Lucerne II**

Instructors: **Peter Ball, *Mayo Clinic Ventures*
Ben Johnson, *Silicon Valley Bank***

The startup development roadmap helps identify funding needs from idea to exit. Mapping these needs to the most appropriate funding sources improves a startup's prospects for success. This module will discuss potential funding sources for each stage of development including federal programs, state and local government, crowdfunding, corporate research collaborations, friends and family, angel investors and venture capital.

9:55 – 10:10 a.m. **Break**

Location: **Lucerne Ballroom Foyer**

10:10 – 11 a.m.

Location:

Instructor:

Entity Choice, Funding Issues, Equity Issues

Lucerne II

Steve Ducommun, *Perkins Coie, LLP*

In this session we will cover the basics of entity formation, equity terms and venture capital: how it works, what the incentives are, capitalization tables, the principles of dilution, multi-round financing, and differences in terms. We will discuss practical “how to’s” and “don’t do’s” of early-stage company formation and the impact on licensing.

11 – 11:15 a.m.

Location:

11:15 a.m. – Noon

Location:

Instructor:

Break

Lucerne Ballroom Foyer

Startup Licensing, Part 1

Lucerne II

Eric Ginsburg, *University of Chicago*

A licensing transaction is at the core of every startup opportunity. We will discuss policy issues described in the previous sessions including creation of an environment that supports principled negotiation with a faculty-led startup. We will also discuss licensing terms and provisions to address intellectual property, market and technical risk and regulatory issues.

Noon – 1 p.m.

Location:

1 – 2 p.m.

Location:

Instructor:

Lunch

Lucerne III

Startup Licensing, Part 2

Lucerne II

Peter Ball, *Mayo Clinic Ventures*

We continue our discussion of licensing provisions with a focus on equity provisions, funding milestones and exit strategy.

2 – 2:30 p.m.

Location:

Instructor:

Post Startup Considerations

Lucerne II

Anne DiSante, *Michigan State University*

This final session will cover how to manage the university licensor-startup licensee relationship going forward, including what to do when the startup encounters setbacks or pivots, and how to maximize the benefits of successful startups for all stakeholders.

2:30 – 2:45 p.m.

Conclusion - Evaluation - Wrap Up

AUTM Startup Course is Paperless

The AUTM Startup Course is paperless. Handouts will not be distributed at any educational session. All registrants can access handouts before, during and after the meeting. Visit www.autm.net, where all handouts submitted by speakers will be posted prior to the meeting.

Registered Technology Transfer Professional (RTTP)

Demonstrate your expertise in the academic technology transfer profession by becoming a Registered Technology Transfer Professional (RTTP). All AUTM professional development courses and designated educational offerings and meetings are eligible for continuing education (CE) credits, which support your registration application. For more information about the registration process and requirements, visit the Alliance of Technology Transfer Professionals (ATTP) website at www.attp.info.

Certified Licensing Professionals (CLP) Continuing Education

Certified Licensing Professionals are required to demonstrate continued competence in their field to maintain their certification status. Individuals who hold the CLP designation can renew their credential by earning at least 40 continuing education (CE) credits. All AUTM professional development courses and designated educational offerings on the topics of licensing, technology transfer and technology commercialization at AUTM conferences or meetings are eligible for CLP continuing education (CE) credits for certification renewal. Visit www.licensingcertification.org for more information on the recertification requirements.



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Save the Date for these future meetings

Annual Meetings

<p>2018 February 18 – 21 JW Marriott Desert Ridge Resort & Spa Phoenix, AZ USA</p>	<p>2020 March 8 – 11 Manchester Grand Hyatt San Diego San Diego, CA USA</p>
<p>2019 February 10 – 13 JW Marriott Austin Austin, TX USA</p>	<p>2021 March 14 – 17 Washington State Convention Center Seattle, WA USA</p>

Region Meetings

Eastern Region Meeting
 October 2 – 3
 Sheraton Boston
 Boston, MA USA

Western Region Meeting
 October 11 – 13
 Santa Clara Marriott
 Santa Clara, California

Partnering Forums

Neurodegenerative Disease Research and Technologies
 August 18
 University of Southern California
 Los Angeles, CA USA

Animal Health and Nutrition Technologies
 August 29-30
 Sheraton Kansas City Hotel at Crown Center
 Kansas City, MO USA

Advanced Manufacturing: Shaping and Joining Technologies
 October 18-19
 Detroit MI USA

Professional Development

<p>Startup Business Development Course July 12-13 Swissotel Chicago Chicago, IL USA</p>	<p>Compliance Course November 1-3 Hyatt Regency Bethesda Bethesda, MD USA</p>
<p>Essentials of Academic Technology Transfer September 11-13 Crowne Plaza Dallas Downtown Dallas, TX USA</p>	<p>Agreement Maintenance Course NEW November 1-3 Hyatt Regency Bethesda Bethesda, MD USA</p>
<p>Technology Operations and Organization Licensing Skills Course (TOOLS) September 11-13 Crowne Plaza Dallas Downtown Dallas, TX USA</p>	<p>Patent Administrator Intellectual Property Management Course NEW November 1-3 Hyatt Regency Bethesda Bethesda, MD USA</p>