

BIOTECH STARTUP SCHOOL@ KU

2020

Dinner provided for all participants

Biotech Startup School 2020 will help you commercialize your research and enable society to realize its therapeutic benefits. You will learn the following:

January 16 **The Value Proposition & Competitive Leverage: Identifying Commercial Potential and Differentiation**

The first and arguably most critical step in commercializing your technology: learn how to identify your startup's value proposition using the customer discovery process and how to assess your standing in the competitive landscape.

January 23 **Intellectual Property Position and Strategy**

We'll provide you with step by step directions to protect the commercial value of your invention.

January 28 **Regulatory Pathway and Reimbursement**

Successfully negotiating the morass of regulations and testing requirements takes specialized skills. We'll show you how to do this with minimum expense, time, and effort expended.

February 4 **Developing a Stakeholder/Investor Pitch**

Acquiring resources essential to your startup, human or financial, requires communication. You'll learn how to create The Pitch - a compelling presentation to enlist the support you need to commercialize your technology as exemplified in an actual pharma startup experience.

February 11 **Revenue Model Summary
Panel Discussion Regarding Lessons Learned**

A brief summary of the revenue model: starting your own company vs. licensing the technology. Then a panel of entrepreneurs will discuss their lessons learned and how to successfully navigate the startup minefield.

February 18 **Participant Presentations
Introduction to the NIH SBIR/STTR Program**

After your presentations conclude we'll provide you with an understanding of why you should consider an SBIR/STTR funding strategy, what the SBIR/STTR program is about, and give you an understanding of requirements that will help you evaluate whether you are ready to submit a proposal for this funding mechanism.

**JANUARY 16, 23, 28
FEBRUARY 4, 11, 18**

Snow Days: February 13 and 20

6:00 - 8:00PM

REGISTER NOW

<http://kuctc.ku.edu/2020-biotech-startup-school-ku-registration>

KU MEDICAL CENTER CAMPUS
Health Education Building (HEB)
Classroom 2110
2160 W 39th Ave
Kansas City, KS 66160

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