

Entrepreneur Resources

August 2019

- Each month we'll highlight resources, founder conversations and hot topics to help you move your ideas forward.
- If you have resources that you'd like to share, please reach out to your licensing associate or EIR to have them included in the next update.
- And please reach out with any questions. We're here to help!

Founders Corner

This is a summary of a conversation with Tanya Moreno, a Caltech PhD and experienced diagnostics start-up executive on her start-up lessons learned. Tanya is happy to chat with founders in the diagnostics space to serve as a resource and make connections as needed.

- 1) Put as much effort or more to evolve into a CEO as you did for your PhD
 - 1) You have to learn a lot to be effective in much the same way a business executive has to learn about the science to communicate the value of the technology. Use your mentors and spend the time to grow.
 - 2) Recruit individuals to the company that complement your gaps when you're ready.
- 2) Constantly adapt and fill the gaps in creative ways
 - 1) Things change daily--mergers, acquisitions of competitors, new tech coming out, new regulations, it's never one and done. Make sure you're responding to what's out there.
 - 2) Fill in the gaps with consultants when you don't need full-time support. You're a small team. Having a clear vision of the road and landscape will help you avoid pitfalls and adapt to setbacks rapidly and with more confidence, so get those gaps filled however you can.
- 3) Secure your IP and licensing for enabling technology (not just your own)
 - 1) Make sure you have FTO (to the best of your ability) and know your competition
 - 2) Also make sure to review what you DON'T need--she recounted a story where they were paying exorbitant license fees for technology where the patent had timed out. Make sure your reviews are annual at a minimum.

Hot Topics

Is taking VC investment now the right decision for me and my start-up?

- Each situation is unique and depends on factors such as how much funding you need to execute your research plan and get to the next meaningful inflection point as well as your commitment to drive that work yourself. You will have *many* discussions around this topic.
- And there are some foundational concepts that will help:
 - The **cap table** and when/how to have those early candid conversations among founders to decide what it should look like.
 - And making sure it sets the company up for later success.
 - Building early value, and how pre-money valuation impacts dilution.
 - There are **tools** to help you model different scenarios based on your cap table and investment strategy, use them but remember they are just models.
 - **Inflection points** for go/no-go decisions and demonstration of new value (and investment opportunities)
- Get informed and charter your company's meaningful inflection points. Keep discussing how you can make those happen and how investors would fit in.

Articles and Tools

- [How Biotech Start-up Funding will change over the next 10 years](#)
- [PhD to CEO](#) blog—sharing the deep tech transition experience so you don't have to learn it all over again
- [Y-Combinator Podcast](#)—Years of different topics spanning many different types of start-ups

Pitch Practice

Effective Influence for Pitches and More – Group Coaching Webinar with John Bates

REGISTER

September 25 | 10:00 AM PT

RSVP for this 60 minute webinar session with executive business coach, John Bates, as he trains you on delivering successful pitches and leadership skills.

Those who register will have the opportunity to:

- Submit questions ahead of time
- Receive a Kindle copy of John's new book
- Submit a video of your elevator pitch so John can watch it beforehand and comment during the webinar (first 5)

John Bates

Chief Executive Officer

Executive Speaking Success & Business Coaching

\$20 General Public

REGISTER NOW & SAVE YOUR SPOT!

Pitch Opportunities

Join the QB3 Biotech/Biopharma Pitch Summit

Deadline: Friday, September 20, 2019

Are you commercializing a technology in the biotech or biopharma space? We want to meet you.

"The 2018 Summit put us in front of a big group of amazing investors at just the right time for our Series A fundraising. The exposure was perfect to help us close the round." Wes Jackson, CEO, Valitor

[Register & Apply](#)

We are using SurveyMonkey Apply. There is a quick registration stage and then you can apply to the program.

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QB3 provides startups with expertise and mentorship from stakeholders across the life science spectrum. We're inviting startups to pitch our panel of judges (a mix of financial/strategic investors, subject matter expertise and clinicians). We'll select 10 as the final cohort of the QB3 Biotech/Biopharma Summit. If selected, you will:

- Present to a select group of investors and industry partners.
- Receive coaching in communications, product development, IP, regulatory, reimbursement, marketing and business strategy from our network of experts.
- Showcase your startup at the public pitch session Thursday, November 7, 2019.
- Be eligible to be chosen to receive a range of valuable in-kind services to help you accelerate your technology.

Who Can Apply?

Early-stage life science companies (up to and including Series A investment) based in California, or with a senior leadership position based in California. **No university affiliation is required.** If you have submitted an application in previous years but not been chosen for the final cohort, we welcome you to apply again if your company has made progress.

Why Pitch at a Competition?

Generally you receive feedback on your deck regardless of whether you make it to the final pitch competition and getting diverse viewpoints can really take your deck to the next level.

[QB3 PitchFest](#)

Pitch Opportunities

This event is curated, so please let your licensing associate or EIR know you're interested in having your deck submitted for consideration.



Save the date!

LA BioMed is pleased to announce our 6th annual Innovation Showcase!

Notes: This year's event will be by "Invitation Only". If you have received this email as the original addressee, a formal invitation will be forthcoming. Invitations will not be transferrable. Registration will be capped at 260 participants.

IS 2019 will be held on Monday October 14, 2019 from 11am-7pm in the conference center of our brand new 78,000 sq ft Medical Research Laboratory building in Torrance.

The 2018 showcase was a resounding success with 300 participants, a distinguished panel of 50 selection judges, and 67 startup applications. Thirty-two startup companies, borne from premier research institutions were selected to present.

[LA Biomed Innovation Showcase](#)