

# Entrepreneur Resources

## November 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!
- *A special request from [Julie Schoenfeld](#) if you are a physical sciences start-up CEO*
  - *If you would be interested in joining a CEO monthly group for sharing solutions to start-up issues ranging from cap table formation and investor updates to hiring, please let her know as she is forming a cohort now.*

# Founders Corner

*This is a summary of a conversation with Anna Christensen, CEO and President of Magnetic Insight, a company advancing biomedical imaging of nano-scale tracers across multiple indications including oncology and inflammatory disorders. [Anna](#) is open to sharing her experience with new founders.*

- Anna leads a start-up where she needs to both manufacture and sell imaging systems (CapEx) *and* get uptake of a new imaging methodology by clinicians to fuel growth. It's a long haul and differs from other life science/physical science hybrids where a rapid exit is achievable. Thus her advice is tailored for companies that match her business model.
- First, are you solving a problem? Is it a real problem? How much would someone pay to fix it?
  - If there is a state of the science solution--especially for clinicians where you will need them to change--how do you compare?
  - You have to be much (100X) better than the standard *or* offer something unique to convert a market.
- Get an experienced person in the room. Maybe 2-3! Particularly someone in commercial who has done this before to help set the goals is critical. You can leverage part-time consultants to get the advice, and getting into accelerators is something to seriously consider. *Don't operate in a vacuum as tempting as that may be.*
- The Valley of Death is real. How to cross it gets even more real. For MPI, Anna did not talk to VCs until a few years in.
- She let the technology bake within the university as long as IP considerations allowed before taking the license. And she leveraged non-dilutive funding (SBIRs) to achieve early milestones. Now she is profitable and still growing!
- The goal is to create value so you're in the drivers' seat when you talk to investors to get the capital needed to scale your business.

# Hot Topics—Pitch deck quick notes

*I've been attending a lot of pitch competitions lately and these are some of the best and worst practices.*

Love to see this	Avoid this
Clear ask for what happens next	Too long to get to the “hook”
Value proposition has the business component nailed as well as intangible value	Putting a value proposition as a negative or hyperbole
Set up the key questions and nail the answers	Stating that a questioner is “wrong” or being dismissive
Well paced—hit the high points without reading the slides	Talking fast to make everything “fit” within the time given
Clearly define competition and don't shy away from it	Problem is listed but not the <i>gap</i> the advance will fill
Hit the strengths of the science/secret sauce	Not showing the actual team that will execute—too many advisors
Crisp and succinct delivery	Not listing what the money you're asking for will achieve. How is risk going to be reduced?
Slides available for common/logical questions	Showing a market that is not a “real market” just to show the target is “big”

# Short Courses

I'm a fan of Coursera and other on-demand courses as a fast way to learn what you want/when you want. This one from [UCSD](#) has been refined several times to get to its current form. If you want to understand what corporate partners are looking for and their process for therapeutics development, take a look at this course series and their topical lectures.

## From Start up to Success in Biotech I



 **Drug Commercialization**  
University of California San Diego  
★★★★★ 4.7 (239 ratings) | 12K Students Enrolled

[Enroll for Free](#)

[This Course](#) [Video Transcript](#)

The University of California San Diego, Skaggs School of Pharmacy and Pharmaceutical Sciences Drug Commercialization course brings you lectures from both faculty and industry experts. With this course, recorded on campus at UCSD, we seek to share our access to top people in the field who bring an unprecedented range of expertise on drug commercialization. This course will cover pharmacoeconomic, marketing strategy, intellectual property strategy,

# Articles and Tools

- [Picture Perfect](#)—upgrading your LinkedIn picture. LinkedIn is the first place investors go to learn more about you. Make it a good first impression.
- [BioRender](#) has a simple tiered pricing system for building professional life science figures in record time.
- [Medium's](#) both sides of the table series
- Female Founder's [Office Hours](#) and [Bootcamp](#) (Virtual and In-person)
- [WSGR Term Sheet Generator](#)—this simple tool guides you through simple (but key) questions to generate a term sheet of your own
  - It's great practice to see what you'll be negotiating later—when combined with the NVCA templates from last month, you've got a great starting point in saving a lot of lawyer hours

# Incubator News

The OC has a [new life science incubator](#) powered by LabLaunch. They set themselves apart by discounted agreements to UCI Core Services and graduation space access (like Evonexus). The grand opening is [December 10](#) in Irvine.



Alexandria has opened their Pasadena LaunchLabs in Old Town at their Headquarters. The grand opening is being planned for early 2020, but space is available now for early entrants.



Save the Date for University Lab Partner's Grand Opening!

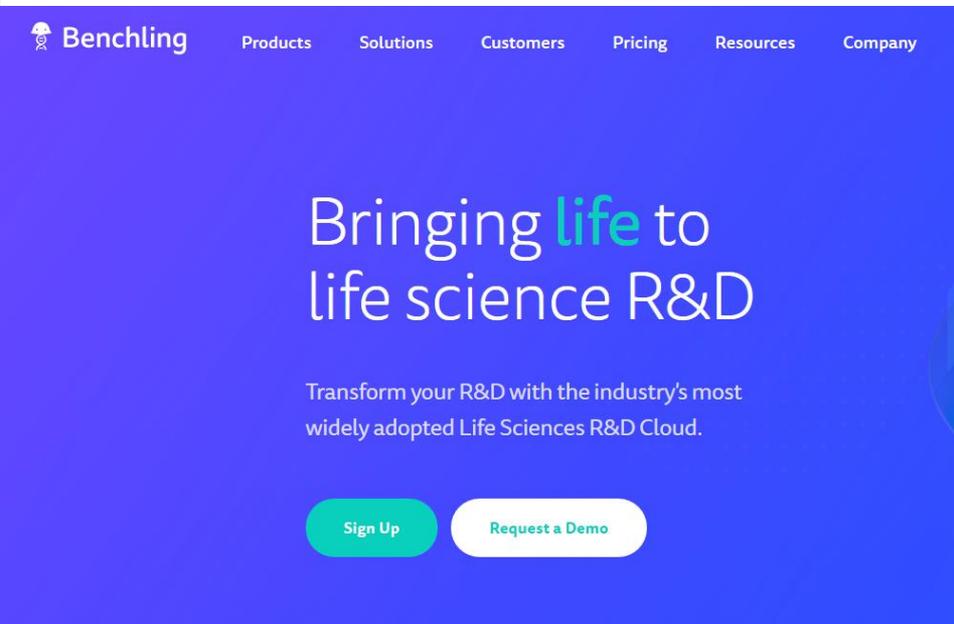
About this Event

Date And Time

Tue, December 10, 2019  
5:00 PM - 8:00 PM PST  
[Add to Calendar](#)

# Life Science Start-ups Serving Start-Ups

[Benchling](#) brings together cloud-based tools including an electronic lab notebook, biological sample management and structures and tool developers (plasmids/CRISPR) etc. It's developed for start-ups and right priced.



**Benchling** Products Solutions Customers Pricing Resources Company

## Bringing **life** to life science R&D

Transform your R&D with the industry's most widely adopted Life Sciences R&D Cloud.

[Sign Up](#) [Request a Demo](#)

### Do More Science.

LabFellows integrates science and business siloes, streamlining workflows into a centralized professional service. Science businesses of all sizes, from new startups to public companies, use our software to order supplies and automate lab operations.

[Lab Fellows](#) tracks procurement and reagents/consumables in the lab, reducing administrative burden, simplifying ordering and budget generation. Once you're ready to leave the incubator support system, it's a great tool to have!

# Networking events

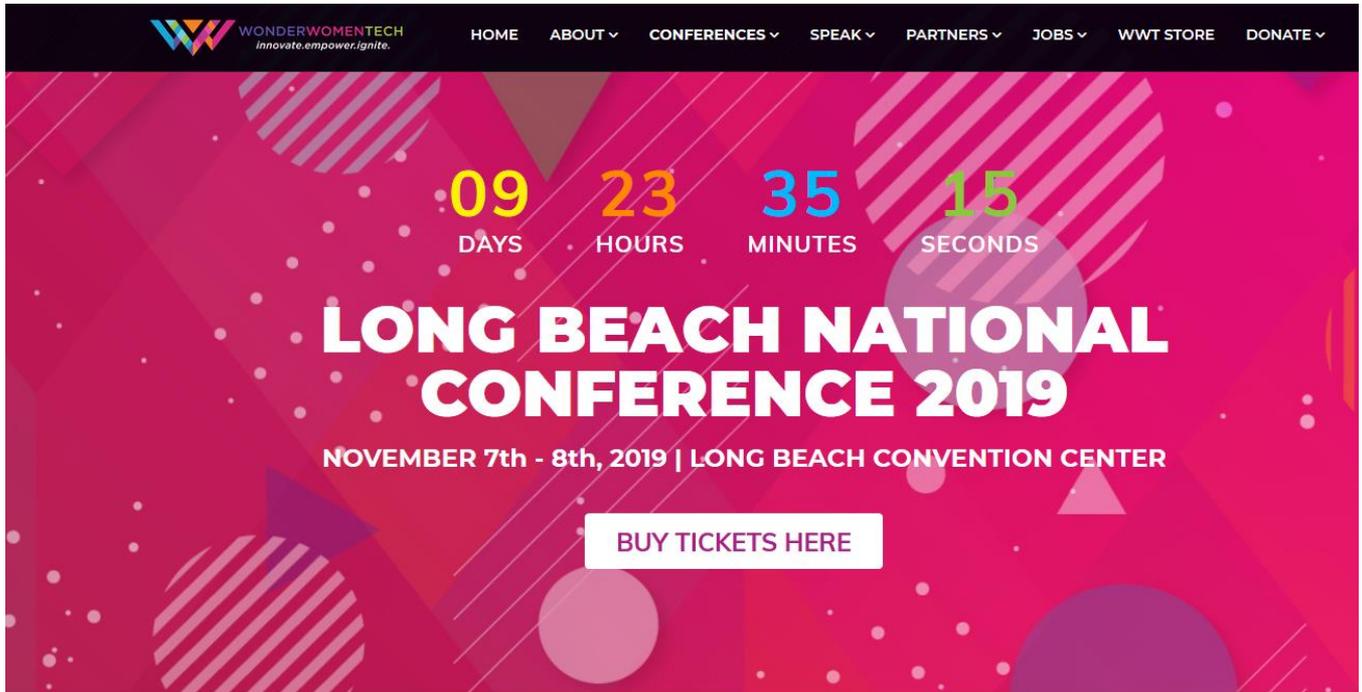
## Top 6 Medtech and Bioscience Social Startup Conferences 2019

UNIVERSITY LAB PARTNERS / TOP 6 MEDTECH AND BIOSCIENCE SOCIAL STARTUP CONFERENCES 2019

Some of these are recurring in 2020, others are coming up soon, particularly in MedTech, Therapeutics (ophthalmology) and others.

# Wonder Women Tech Conference

[Wonder Women Tech Conference](#) is  
in Long Beach this year, Nov 7-8.



WONDERWOMENTECH  
*innovate.empower.ignite.*

HOME ABOUT ▾ CONFERENCES ▾ SPEAK ▾ PARTNERS ▾ JOBS ▾ WWT STORE DONATE ▾

09 DAYS 23 HOURS 35 MINUTES 15 SECONDS

**LONG BEACH NATIONAL  
CONFERENCE 2019**

NOVEMBER 7th - 8th, 2019 | LONG BEACH CONVENTION CENTER

[BUY TICKETS HERE](#)

# Challenge Funding

For founders who are black, Hispanic or Native American, you can apply for up to **250K** in funding to support commercialization of your start-up ideas in:

- Health Technology
- Medical Device
- Therapeutics
- Consumer Health

Winners will access to all that Jlabs has to offer!

## QuickFire Challenges

Calling multicultural innovators to submit their breakthrough ideas



### DIVERSITY IN INNOVATION QUICKFIRE CHALLENGE

Our vision at Johnson & Johnson is for every person to use their unique experiences and backgrounds together – to spark solutions that create a better, healthier world. By seeking out and encouraging diverse ideas and promoting collaborative thinking among inclusive teams, we believe the world can bring innovative healthcare solutions to patients and consumers that will improve health for humanity. The Diversity in Innovation QuickFire Challenge offers an opportunity for innovators who are Black/ African American, Hispanic/ Latino, and American Indian or Alaska Native to receive funding and mentorship to advance their science.

[Enter the challenge](#)

Submission deadline: January 9th, 2020

# Pitch Opportunities

Plug and Play has curated pitch sessions at their Sunnyvale location. If you're interested in getting connected to Corporate contacts in your space, this can be an easy way to make those connections. Contact Vanessa Yang to submit your deck for consideration.



First Friday of the Month  
**MONEY TECH**

Feb 1   Mar 1   Apr 5   May 3   Jun 7  
Jul 5   Aug 2   Sep 6   Oct 4   Nov 1   Dec 6

Fintech
Insurtech
Security

Second Friday of the Month  
**HARDWARE TECH**

Jan 11   Feb 8   Mar 8   Apr 12   May 10   Jun 14  
Jul 12   Aug 9   Sep 13   Oct 11   Nov 8   Dec 13

Mobility & IoT
Real Estate
New Materials & Packaging
Sustainability & Energy

Third Friday of the Month  
**HEALTH TECH**

Jan 18   Feb 15   Mar 15   Apr 19   May 17  
Jun 21   Jul 19   Aug 16   Sep 20   Oct 18   Nov 15

Health & Medical Devices
Biotech & Genetech
Food & Agritech

Fourth Friday of the Month  
**COMMERCE**

Jan 25   Feb 22   Mar 22   Apr 26   May 24  
Jun 28   Jul 26   Aug 23   Sep 27   Oct 25   Nov 22

Retail & E-Commerce
Supply Chain & Logistics
Travel & Hospitality

