

# Entrepreneur Resources

## April 2021

- 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.
- **I have added recordings of virtual events from the previous month in case you missed them.**

# Articles and Tools

- Great article on the many ways to build a [moat](#) around your tech
- And some pitch deck principles to hone your [skills](#)
- How to pick your [investors](#)
- UCSF's Startup 101 [series](#)
- BayBridge Bio's startup school—coming back soon so sign up for [updates](#)

# Columbia TTO—IP Class Free

Link to [classes](#) on Vimeo

[Post New Message](#)

Columbia's IP for Entrepreneurs class now online for free

Reply to Group

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Mar 9, 2021 5:20 PM

[Orin Herskowitz](#)

Colleagues, just letting you know that the full *IP for Entrepreneurs* course videos from Columbia's class in Fall 2020, which I teach along with Columbia's Chief Patent Counsel Jeff Sears and CTV's Connolly Jurkiewicz, are now available for free at the following link: [vimeo.com/showcase/8109550](https://vimeo.com/showcase/8109550). All six class sessions are captured here, as well as the pre-course "Patents, Licensing, and Startups at Columbia" video and USPTO Director Andrei Iancu's lecture. Naturally, I don't claim these are entirely accurate or unbiased, and it's a bit of a time commitment (~20 hours), but perhaps you'll find them entertaining. Feel free to use or share as you see fit, in case these are useful for you in any way.

Session list is below. Experienced tech transfer folks may find the "lightning interviews" with VCs and entrepreneurs in Class 6 interesting. And thanks to Alan Bentley, John Ritter, and Bob MacWright for the original material behind some of what is in the "common negotiation tactics" (aka Dirty Tricks) material in Class 4. :)

1. Class 1: Patent history from 1770s to today; Why claims matter; Prosecution strategy.
2. Class 2: Trade secrets, trademarks & copyrights; Patent research; Making "real world" patent decisions.
3. Class 3: Patent litigation: risks and rewards; Negotiating IP licensing deals.
4. Class 4: Review negotiation case study outcomes; Common negotiation tactics in IP deals.
5. Class 5: Guest speaker from USPTO; Designing your IP strategy; Working with outside counsel; Career paths in patent law and tech transfer.
6. Class 6: USPTO Director Andrei Iancu; Lightning interviews with VCs and Entrepreneurs.

# Upcoming seminar for eye disease projects

You can also [register](#) for 1.1 time to discuss your project

April 13, 2021

## Neuroprotection

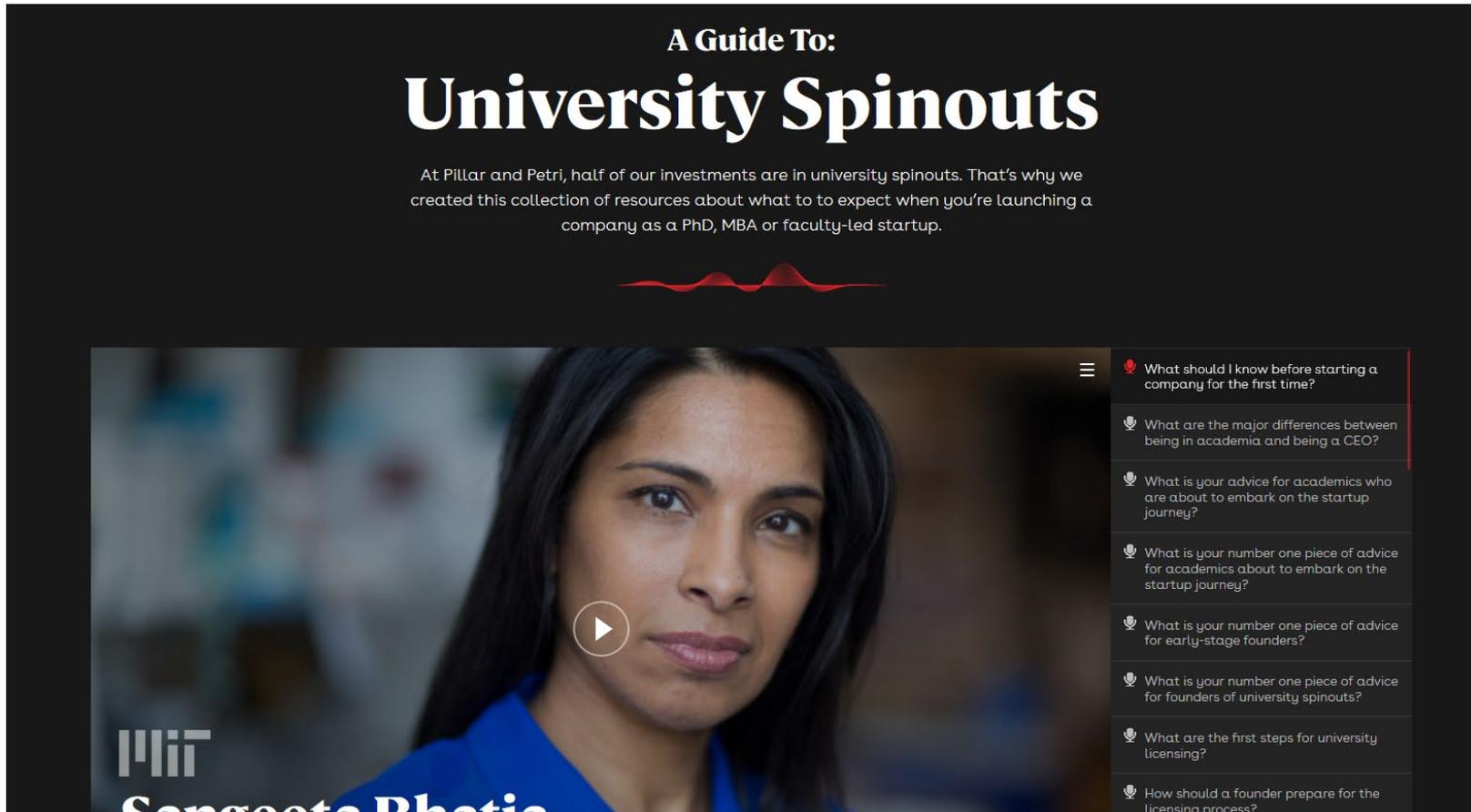
Opportunities in Glaucoma, Macular Degeneration, and Inherited Retinal Diseases

10:15AM-11:45AM PT  
12:15PM-1:45PM CT  
1:15PM-2:45PM ET



# Great listen for DeepTech Founders!

[Link](#)



**A Guide To:**  
**University Spinouts**

At Pillar and Petri, half of our investments are in university spinouts. That's why we created this collection of resources about what to expect when you're launching a company as a PhD, MBA or faculty-led startup.

What should I know before starting a company for the first time?

What are the major differences between being in academia and being a CEO?

What is your advice for academics who are about to embark on the startup journey?

What is your number one piece of advice for academics about to embark on the startup journey?

What is your number one piece of advice for early-stage founders?

What is your number one piece of advice for founders of university spinouts?

What are the first steps for university licensing?

How should a founder prepare for the licensing process?

# Great chance to hear from a terrific panel on university spinouts!

[Link](#)

The banner features three speaker portraits on the left, each with a red 'SPEAKER' label in the top left corner. The first portrait shows Ignacio Galiana in a black motion capture suit, with the Verve Motion logo at the bottom. The second portrait shows Cheri Ackerman in a black blazer, with the Concerto Bio logo at the bottom. The third portrait shows Doug Densmore in a green and grey striped shirt, with the ASIMOV logo at the bottom. On the right side of the banner, there is a calendar icon showing '7 APRIL', the event title 'Starting a University Spinout', the time '5-6pm EST - Held via Zoom', a description 'Join Pillar VC for a live panel event with experienced founders and fundraisers. Come prepared to ask questions!', and a red 'RSVP to Attend' button with a calendar icon.

**SPEAKER**  
**Ignacio Galiana**  
CEO at Verve Motion  
VERVE  
MOTION

**SPEAKER**  
**Cheri Ackerman**  
CEO at Concerto Biosciences  
Concerto Bio

**SPEAKER**  
**Doug Densmore**  
Associate Professor at BU / Co-Founder  
Asimov & Lattice Automation  
ASIMOV

**7**  
APRIL

## Starting a University Spinout

5-6pm EST – Held via Zoom

Join Pillar VC for a live panel event with experienced founders and fundraisers. Come prepared to ask questions!

**RSVP to Attend**

# New LS Tools Accelerator

Link to [apply](#)

Application Deadline - April 30, 2021

## Program Benefits

### Startup Friendly

- No equity or participation fee
- Agnostic to geography (do not need to relocate to participate)
- Customized program for any stage of development



### Educational Curriculum

- » Cohort-driven webinar series
- » Office hours
- » Workshops



### Mentorship

- » Feedback & pitch coaching
- » One-on-one, goal-driven corporate mentorship
- » Intros to additional subject matter experts



### Resources & Funding

- » Non-dilutive prize funding
- » Partnering with investors & bus. dev. representatives



### Community

- » Peer network
- » Networking events
- » Alumni support initiatives



### Recognition & Visibility

- » Distinction / merit
- » Opportunities to showcase

## Eligibility & Requirements



### Research Products & Instruments

Companies that manufacture and/or sell kits, assays, reagents, and instruments that are used in corporate R&D, drug discovery, manufacturing and academic research. Products are not subject to regulatory approval.



### Diagnostics

Service providers and companies that manufacture and/or sell diagnostic tests & assays, test components and instruments for diagnostic purposes. Many are FDA regulated.



### R&D and Manufacturing Services

Companies that provide outsourced services to academic labs and companies in biopharma, diagnostics, agriculture and food at all stages of R&D.



### Drug Discovery Technologies

Companies utilizing technologies enabling the discovery, development, manufacturing and delivery of drugs.

# Recorded Seminar

Link to [recording](#)



## When Do You File a Patent Application?

Learn the strategies on how to file a patent application.

This talk will consist of two segments. The first segment will be directed to what you need to include in a patent application to make a valuable patent application filing. The second segment will be directed to strategy considerations on timing your patent application filing(s), especially with respect to your own, prior work.

### Event Speaker



**Maysam Pessian**

Associate, Wilson Sonsini Goodrich & Rosati

### Event Details

Thursday, March 11, 2021

12:00PM - 1:00PM

Join us for a virtual event!

[REGISTER NOW](#)

### Upcoming Event

# Recorded Seminar

Link to [recording](#)



The video player shows a blue background with the 'cup OSAGE UNIVERSITY PARTNERS' logo. The title is 'Startup Licensing 101 Webinar Series' and the subtitle is 'Part 2 - The Overall License Process and Pre-License Agreements'. A small video inset in the top right corner shows a woman, Kirsten Leute, speaking. The video player controls at the bottom show a play button, a progress bar at 0:14 / 1:33:24, and icons for volume, closed captions, settings, and full screen.

Startup Licensing 101: Licensing Process & Pre-Agreements

No views • Mar 24, 2021

👍 0    💬 0    ➦ SHARE    ≡+ SAVE    ...

# AWS Recorded Events

We've recently started to offer business-focused workshops delivered by members of our Startup BD team—all of whom are former founders, investors, or startup executives who've mentored dozens of startups. These sessions are invite-only, so please do not share them publicly. There are limited spots available for the virtual live sessions and they're first come, first served. Even if you can't make the live session (or if it's all booked up), you can sign up to receive a recording.

## [How AWS Accelerates Healthcare and Life Sciences Startups.](#)w/ Yin He | March 25<sup>th</sup>

Join this workshop to learn how AWS accelerates healthcare and life sciences startups. During this session, you will learn about the benefits of cloud computing as it relates to healthcare startups, how other healthcare and life sciences startups are leveraging AWS to impact health and accelerate research, and how to access resources designed for startups including credits, and technical and business help.

## [Raising Your CEO Game.](#)w/ Noah Shanok | March 26<sup>th</sup>

Elon Musk said that “starting a company is like eating glass and staring into the abyss.” Being a startup CEO is incredibly stressful. No job requires more creativity, productivity, and leadership but often leads to imposter syndrome, self-doubt and burnout. Managing your own psychology is the most important thing at least somewhat within your control. While there are no silver bullets and everyone is different, you are not alone and there are several habits and techniques that can help. Hear from an experienced founder in this session about what helped him most and why. Learn about the science behind these techniques and habits—and (hopefully) commit to at least one new habit or technique that will improve your mental game.

## [Early Stage BD: Test, Learn & Scale with Minimum Viable Partnerships.](#)w/ Doug Gould | March 31<sup>st</sup>

For early stage startups, partnerships can be either be a strategic advantage that fuels your go-to-market or they can be time-intensive, expensive distractions. This workshop provides early-stage founders and team members the right tools to manage business development efforts. Founders will walk away with the ability to make quick, well-informed decisions on the who, what, and how behind their business development strategy.

## [Fundraising 201: Raising a Seed Round Efficiently.](#)w/ Mike Wilner | Recording

For startups either thinking about or currently raising money, learn a practical framework for creating a sense of urgency (aka FOMO) with investors so you can raise as quickly as possible and get back to building your startup. This session is led by Mike Wilner, who wrote a book on seed fundraising and has coached dozens of startups through raising seed capital.

## [Startup Sales Playbook, from an Ex-Founder & VP Sales.](#)w/ Gili Lichtman | Recording

For B2B startup founders looking to kick-start or accelerate sales traction, learn from Gili Lichtman (former co-founder of a B2B VC-backed travel-tech startup) about sales methodology and tactics for the field. The session will cover everything from how to define a sales strategy based on a clear research process, to messaging techniques, all the way to sales tactics you'll be able to leverage for your own startup and put to use right after the session.

## [How to Approach Valuation When Raising a Seed Round.](#)w/ Mike Wilner | Recording

The session covers a practical framework for arriving at a seed stage valuation for pre-seed or seed rounds. It will not only cover how to think about the valuation, but also how to talk about your valuation during conversations with investors and how valuations can change during a fundraising.

# Women's Health Innovation Forum by SpringBoard

Whether you're ready to pitch or learn more about indications that primarily impact women, these are terrific events!

[Link](#)



TOPICS	TIMELINE
Heart Health	<a href="#">February 24th @ 11am ET / 8am PT - RSVP HERE</a>
Autoimmune	<a href="#">March 31st @ 11am ET / 8am PT - RSVP HERE</a>
Bone Health & Aging	May 26th
Cognitive & Brain Health	June 23rd
Gynecology & Reproductive Health	July 28th
Sexual Health	September 29th
Oncology	October 27th

**SIGN UP HERE FOR ALERTS ON FUTURE EVENTS**

# First Look is LIVE

[Link](#)

## First Look SoCal 2021

**We are now accepting applications for teams to present at the First Look SoCal Innovation Showcase presented by the Alliance for SoCal Innovation and LAVA.**

[event details](#)

**Day 1 - Life Science: Wednesday, June 16, 2021**

**Day 2 - Technology: Thursday, June 17, 2021**

**Event is 100% virtual**

Presented by

**Alliance  
for SoCal  
Innovation**

**LAVA**  
LOS ANGELES VENTURE ASSOCIATION

### WHY APPLY?

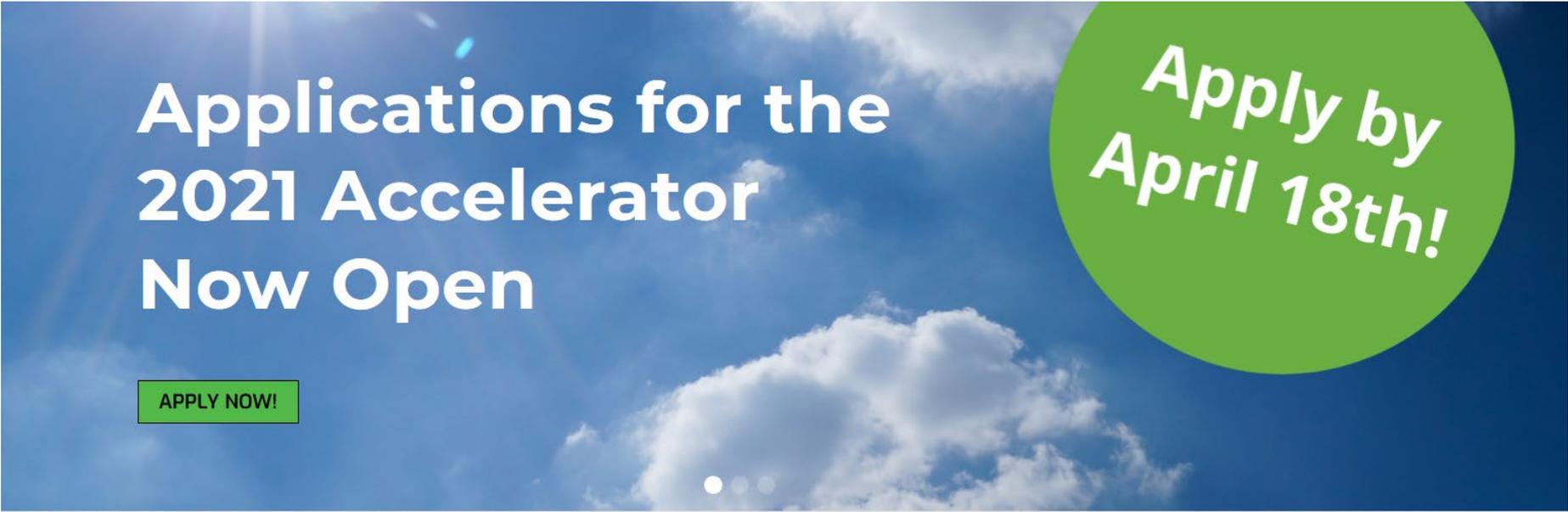
The First Look SoCal Innovation Showcase is an annual conference celebrating the best early stage teams commercializing tech and life science breakthroughs from SoCal's top research institutions.

The event will provide unparalleled opportunities for startup teams to connect with top-tier investors, successful serial entrepreneurs, and industry leaders.

# Cleantech Open

If Cleantech is your passion, consider this accelerator focused on your success!

[Link](#)



**Applications for the  
2021 Accelerator  
Now Open**

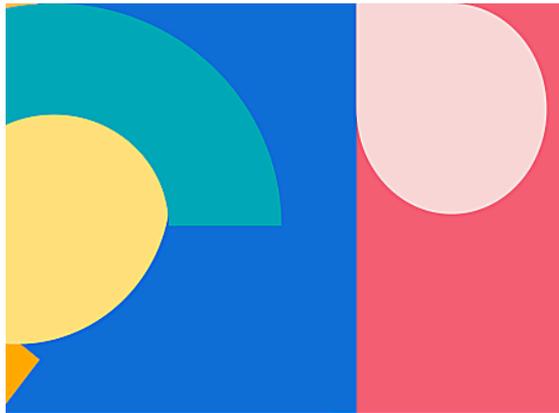
**APPLY NOW!**

**Apply by  
April 18th!**

# Wilbe

These guys are primarily in the UK, but they are expanding in the US and offer practical courses tailored for scientific founders. Check one out that fits your needs!

[Link](#)



WILBE SKILLS

## Preparing aspiring science founders

Real business skills by seasoned entrepreneurs, operators and investors in science.

Courses

Community

# LabLaunch Startup Series

Consider following them on [Eventbrite](#) to get updates for future conversations!



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by Lab Launch **Following**

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