

Entrepreneur Resources

August 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

- Really nice overview on [funding options](#) (including unconventional ones) from ULP

Startup CEO

Startup CEO

About

As the fifth book in the StartUp Revolution series, this reliable resource is based on Matt Blumberg's experience as a startup CEO and covers a number of issues he's faced over the two decades he's been a CEO.



Purchase At

- Amazon
- Books A Million
- Indie Bound
- Barnes & Noble
- Wiley

Startup CXO

Startup CXO

About

The newest book in the Startup Revolution series published in 2021, Startup CXO takes the field guide concept of Startup CEO -- a chapter-by-chapter, topic-by-topic instruction manual on how to do the job if you've never done it before -- and expands it to cover all the major functional leadership roles in a startup: Finance, HR, Sales, Marketing, Business Development, Customer Success, Product, Technology, and Privacy.



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If you missed the First Look event

1. Wilson Sonsini provided two amazingly detailed and invaluable presentations. Highly recommended for entrepreneurs:

June 16: "Financing Trends and Strategies for Early Stage Startups" by Zach Myers.

[download deck here](#)

June 17: "Startup and Financing Tips" by Ken Funahashi. [download deck here](#)

- Event videos, uncut and pure from the Zoom, for your viewing pleasure:

[June 16 video](#) Passcode: \$O6=P\$7!

[June 17 video](#) Passcode: 0Sz^f^Kx

Heal.LA accelerator program is open!



Heal.LA – Bioscience Accelerator in Los Angeles

- The [Heal.LA](#), a bioscience accelerator in LA, **is now open for application!**
- Sponsored by [Gilead Sciences](#), designed and managed by Larta Institute, we are looking for solutions in therapeutics, devices, and digital health developed or applicable for the greater Los Angeles region.
-
- Heal.LA bioscience accelerator offers,
 - Up to \$50k in business services
 - Hands on guidance from world-class experts
 - Tailored webinars offered by domain experts
 - Access to virtual platform and other resources
 - Demo day
 -
- Click [here](#) to find out more.

ULP events are on fire!

 **ULP Events**



Tuesday, June 08, 2021

Creating an Investable Startup: Business Essentials - Part 1 of 4

4-part series designed to take you through the fundamentals of creating a ...

[READ MORE >](#)



Wednesday, June 09, 2021

Healthcare Innovation: Go-to-Market Strategy - Part 5 of 10

Learn the overall process for systematic innovation & frameworks.

[READ MORE >](#)

ULP guide to Wet Lab incubators



Free Resource

The Ultimate Guide to Wet Lab Incubators in Southern California



Finding the first home for a life science startup requires research and analysis. The Ultimate Guide to Wet Lab Incubators in Southern California is a handbook to assist life science startups through the entire decision-making process to find wet lab space in Southern California.

[Link](#)

D&O Insurance Orientation

June 22 | 10:00 AM PDT | Virtual

Webinar

Tales from the C-Suite:
Protecting Corporate Assets &
Cyber and Management Liability
(D&O) Insurance



Everything You Need to Know About Protecting Corporate Assets and Cyber & Management Liability (D&O) Insurance

Don't forget to register for our panel discussion on balancing and managing risk, in partnership with Quan Insurance, on **Tuesday, June 22nd from 10-11am**.

Essential tips for before and after cyber-attacks, and how proper D&O coverage attracts better quality directors are hot topics on everyone's mind. Moderated by a former biotech CFO, our expert panel will discuss real-world events covered by insurance, best practices, necessary resources to recover from an emergency, common mistakes to avoid and answers to questions you have always had but were too afraid to ask!

D&O Panel

[Brad Hering](#) – Client Executive, Marsh & McLennan Insurance Agency LLC

[Kwame Ulmer](#) – Venture Partner, Wavemaker Three - Sixty Health

[Ian Wilson](#) – ImaginAb, CEO

Cyber Panel

[Chris Ballod](#) – Associate Managing Director, Kroll

[Ted Doolittle](#) – Vice President, RT Specialty

[Paul McGurkin](#) – Partner, Mullen Coughlin LLC

Moderated by: [Jeff Quan](#) – Principal, Quan Agency Insurance

SBDC events



M&A 101 For Startups

With Jim Scheinkman



Whether it's planning ahead for a successful liquidity event years from now, acquiring other companies along the way, or effecting an exit before the cash or funding runs out, there are important considerations for founders to think about in developing their M&A strategies. Join Jim Scheinkman, partner at Snell & Wilmer, who will lead a discussion about critical M&A decisions for founders to consider throughout their companies' life cycle and during the current economic landscape and beyond. What should you plan for and what steps can be taken to maximize potential gain and mitigate risk?

Speaker Bio:

Jim Scheinkman is an Orange County and Los Angeles partner and a firmwide practice group leader of Snell & Wilmer's corporate and securities group. His practice focuses on assisting companies and their owners in mergers and acquisitions, financings, joint ventures, corporate governance and shareholder dispute resolution, securities offerings, technology development and transfers, executive compensation, and other corporate and commercial matters. Jim also serves as a trusted advisor for a variety of businesses.

Jim has been actively involved with the Association for Corporate Growth, Orange County (ACG-OC) since 2000, is currently on the Board of Directors, and previously served as president. Jim values commitment to his community and is actively involved in the South Coast Repertory, Audience Development Committee, and Orange County United Way, where he is a member of the Board of Directors, the President's Circle, and the Tocqueville Society.

Date and Time:

Tuesday, June 8 @ 12:00 PM

[REGISTER](#)

SBIR/STTR overview



EGC

**CRACKING THE NIH
SBIR/STTR CODE:
INSIGHTS FROM A REVIEWER**

Eva Garland Consulting, LLC
www.evagarland.com

July 8th, 2021

0:00 / 1:00:05

[Link](#)



Registration [Link](#)

- Ever wondered about entrepreneurship and whether it was right for you?
- Have an idea that you might want to turn into a business?
- Want to learn how to assess your technology and start a company?
- Want to discover what resources are available and how to find funding?

Available to students, faculty and post docs, the ZAP program will answer these questions and more. Offered as 2-day workshops ZAP is based on the Lean LaunchPad curriculum pioneered by Stanford University. Participants will be taught the basics of proposing a business opportunity in the form of a "hypothesis" about a need in the market, and how to test the hypothesis. Teams that complete this course and receive instructor endorsement may qualify for the National I-Corps program which includes a \$50k grant for customer discovery. Teams that complete the national program have a much higher funding rate, including SBIR grants and investment.



Seasoned I-Corps instructor and business executive Farzin Samadani will lead the workshops, and conduct the preliminary information sessions that will give you an overview of the ZAP program, scheduled in October and November, 2021.

Join our information sessions and find out if the ZAP program is right for you!

For more details contact Stephanie Yanchinski, RSI Director of Entrepreneurial Programs
stephanie.yanchinski@caltech.edu



eClub



Caltech

All Raise Masterclass on Fundraising for Female Founders

Dear All Raise community,

Happy Mega Launch Day! Today, we're activating our whole community with exciting program updates for female and non-binary founders and funders.

Founders: our brand new [All Raise Masterclasses](#) are free, self-guided virtual courses to coach you through the Seed to Series A fundraising process. This isn't the same old polished public advice you can Google—it's the raw, vulnerable, honest truth about successfully fundraising from All Raise community members who've been there and done it.

Funders: we're accelerating careers and giving you the inside track with [VC Cohorts and VC Champions](#). Find out more below, applications for both programs are now open - deadline to apply is Friday, August 6th.

We're more motivated than ever by last year's setbacks to shake up the system from the inside. Together, we're working to create a tech culture that leads, shapes, and funds the future. Today is a win for our entire community as we break down barriers to the access, guidance, and support that founders and funders need to succeed. [Read more about our efforts in TechCrunch.](#)

[Join the conversation!](#) We'd love to hear how All Raise programs and community have been meaningful to you. Share the article, RT @AllRaise, or tweet your story and tag people in your network we should know about. #ARCOhorts #AllRaiseMasterclasses #ARChampions

We thank you, our All Raise community, for giving us the legs to advance in our collective fight for equity; and a special thank you to our Founding, National and Strategic Partners for their valued support that helps us bring programming like this to life.

Let's raise up the next generation of founders and funders!

Best,
Pam Kostka
CEO of All Raise (edited)