

# INVENT: Keynote and Seminar Series, Winter 2015

Commercializing Discoveries in Translational Research: The Basics  
*OHSU Innovation and Entrepreneurship Education in Health & Life Sciences*



## Keynote Presentations

*January 7:* Dr. Albert Starr, Dr. Richard Wampler, and Dr. Kent Thornburg OHSU – “The Translation Imperative and Entrepreneurial Mindset,” and “First the Valve, then the Heart – How Logic is Not Essential to Innovation”

*March 11:* Michael Baker, The Baker Group – “From Sketch to Launch – The Pathway to Commercialization of Innovations”

## Seminar Topics

Translation and the entrepreneurial mindset  
Evaluating your concept  
Protecting your concept  
Testing your concept  
Pitching your concept  
Seeking funds  
Building collaborations  
Projecting yourself and others  
Operating responsibly ethically  
Building the business model and plan

## Join us!

**When:** Every Wednesday from January 7, 2015 through March 11, 2015 – 5:00 - 6:30 pm

**Where:** OHSU Collaborative Life Sciences Bldg. (CLSB), South Waterfront – Room 3A001

**Info:** [www.ohsu.edu/OCTRI/BIP](http://www.ohsu.edu/OCTRI/BIP)

<http://www.otradi.org/biomentoring/invent-education-program/>

## Register:

- Keynote 1: <http://tinyurl.com/INVENTserieskeynote>
- Keynote 2: <http://tinyurl.com/INVENTserieskeynote2>
- Seminar series: <http://tinyurl.com/INVENTseries>



Division of Management  
Oregon Health & Science University



TECHNOLOGY TRANSFER &  
BUSINESS DEVELOPMENT  
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SCHOOL OF MEDICINE  
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OREGON  
ENTREPRENEURS  
NETWORK

**INVENT – Innovation and Entrepreneurship Education**  
**Commercializing Discoveries in Translational Research: The Basics**  
**Level 1, Winter 2015**

Wednesdays, 5:00-6:30pm CLSB 3A001&2

Presented by OCTRI and the Division of Management

Co-sponsors: Center for Dev Health, SOM, TTBD, PSU, OTRADI/OBI, KCVI, OBA, OEN

<b>Week</b>	<b>Date</b>	<b>Topic</b>
1	Jan 7	KEYNOTE: The translation imperative and the entrepreneurial mindset. First the valve, then the heart – how logic is not essential to innovation
2	Jan 14	Evaluating and pitching your concept <ul style="list-style-type: none"> <li>• Business communication: rocket pitch</li> <li>• Networking</li> <li>• Finding a mentor and/or collaborator</li> <li>• Strategy: creating the preliminary vision and goals.</li> <li>• Marketing: Identifying the initial beneficiary and target market. Describing the market and competition, value proposition</li> </ul>
3	Jan 21	Protecting your concept <ul style="list-style-type: none"> <li>• Intellectual property: patents, provisional patents, copyright, trade secrets</li> <li>• NDAs and disclosures</li> <li>• Licensing agreements with OHSU</li> </ul>
4	Jan 28	Protecting yourself and others <ul style="list-style-type: none"> <li>• Introduction to business law, finance, and regulatory issues: contracts, MOUs, agreements, regulatory</li> <li>• Operating responsibly and ethically</li> </ul>
5	Feb 4	Testing your concept <ul style="list-style-type: none"> <li>• Demonstrating proof of concept</li> </ul>
6	Feb 11	Seeking funds <ul style="list-style-type: none"> <li>• SBIR/STTR</li> <li>• Angel and Venture funding</li> <li>• Military and DoD funding</li> </ul>
7	Feb 18	Building collaborations <ul style="list-style-type: none"> <li>• Collaborative resources: OHSU TTBD, PSU Entrepreneurship Center, PSU Business Accelerator, OTRADI Bioscience Incubator, OBA, TAO, OEN</li> </ul>
8	Feb 25	Building the business model and plan <ul style="list-style-type: none"> <li>• Introducing the Business Model Canvas: value proposition, customer segments, partners, customer relations, customer acquisition, distribution, key resources, cost structure, revenue streams</li> </ul>
9	Mar 4	Getting started <ul style="list-style-type: none"> <li>• Product vs company</li> <li>• Legal considerations and marketing strategies</li> <li>• Networks, resources and mentors</li> </ul>
10	Mar 11	KEYNOTE: From sketch to launch – the pathway to commercialization of innovations

Target audience: CV post-docs, med students, BIP pipeline, OTRADI/OBI, OHSU post-docs and faculty, biomed community