ENTREPRENEURS BOOT CAMP AGENDA

Wednesday, June 13, 2018
North Carolina Biotechnology Center | 15 TW Alexander Drive | Durham, NC 27703

9:00 a.m. Registration & Networking Breakfast

9:15 a.m. Welcome Remarks & Overview – Mike Hostetler and Sabrina Poulos
Introduction and overview of Wilson Sonsini Goodrich & Rosati

9:30 a.m. The Start-up Market, Business Plans and Fundraising – Mark Holloway/Elisa Sielski/Keegan Drake
This session will include a discussion of how to organize the business plan as a critical planning tool and provide practical guidance for preparing an executive summary, including financial projections and budgets. The presenter will also discuss strategies for approaching the investment community and understanding alternative sources of funding.

10:45 a.m. BREAK

11:00 a.m. IP Strategies for Early Stage Life Sciences Companies – Mike Hostetler and Sabrina Poulos
This session will discuss the importance of developing an Intellectual Property (IP) strategy that fits the business, and the relationship between IP protection and the commercialization objectives of your business.

12:00 p.m. NETWORKING LUNCH

12:45 p.m. Valuations & Term Sheets – Mark Holloway/Elisa Sielski/Keegan Drake
This session will examine the methods commonly used to determine a company’s valuation and address how investors utilize them to value early-stage companies and technology projects. The speaker will help you understand investor expectations, including board seats, liquidity, registration rights, and non-compete agreements, and discuss key provisions to include in term sheets and negotiation strategies for achieving the best-case investment scenario.

2:00 p.m. Preparing for IP Due Diligence – Mike Hostetler and Sabrina Poulos
This session will examine what early stage life sciences companies need to do to prepare for a smooth IP diligence.

3:00 p.m. Preparing for and Executing Your Investor Pitch – Ben Scruggs, Hatteras Venture Partners
Effectively presenting to a VC can be a challenging task. This session will cover how to grab the attention of an investor and more effectively communicate your story. We will discuss the key components of a pitch that investors want to see, methods for organizing the content, and goals for the pitch. From the investor perspective, these criteria should help you put your best foot forward.

4:00 p.m. Q&A/Adjourn