



www.socalbio.org

SoCalBio Boot Camp for Emerging Companies Catching the Wave

Los Angeles Chamber of Commerce
350 S. Bixel Street, Los Angeles, California 90017

Thursday, August 17, 2017
From 10:00 AM to 4:00 PM (PDT)

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Agenda of the 2017 SoCalBio Bootcamp for Emerging Companies

10:00 am Welcoming Remarks and Introduction by **Ahmed Enany**, President & CEO, SoCalBio

Finding your Voice

10:30 am What Constitutes an Effective Pitch: Finding and Projecting your "Mojo," by **Steven Goldman**, Investor, Keiretsu Forum SoCal and President & CEO, World Wide Mind

10:50 am Pitches & Decks to Elevator Pitches: Mastering the Art of Presenting Science-Based Projects, Presentation by **William Dolphin**, PhD, Investor & Entrepreneur

11:10 am Strategic Communications and Media Relations for Emerging Companies, Presentation by **Stuart Pfeifer**, Member of the Team, Sitrick & Co.

11:30 am What Social Media Can (and Can't) Do for Your Emerging Bioscience Company, Presentation by **Erik Deutsch**, Principal, ExcelPR Group

11:50 am Luncheon

Making your Company Irresistible to Investors

12:10 pm Building an Entrepreneurial Management Team: Implications for Strategy and Finance, by **Stephen Williams**, PhD, Partner, Catalyst Advisors LP

12:30 pm What Every Bio Entrepreneur Must Know about IP and How it Impacts Financing, Presentation by **James Hill**, MD, Partner, Perkins Coie

12:50 pm Regulatory Planning/Reimbursement Issues and the Implications for Strategy and Financing

1:10 pm Going Virtual vs Other Bioscience Business Models: Implications for Strategy and Finance

Show me the Money

1:30 pm Where to Find Investors in Southern California and Beyond, Presentation by **Ahmed Enany**, President & CEO, SoCalBio

1:50 pm Seed to Series A, B and Beyond: Planning the Capitalization of your Company, Presentation by **Adam Bazih**, Entrepreneur-in-Residence, Kairos Ventures

2:10 pm How to Leverage Non-Dilutive Funding to Support your Product and Business Development Activities, Presentation by **David Hood**, President & CEO, DH3

2:30 pm Break

2:50 pm Accounting 101 for Emerging Bioscience Companies & Tapping the R&D Tax Credit, Presentation by **Moss Adams**

3:10 pm Valuation and Due Diligence, Presentation by **James Wilson**, Managing Partner, Clarion Consulting Group, LLC

3:30 pm The Terms of Term Sheets, Presentation by **George Colindres**, Senior Counsel, Perkins Coie

3:50 pm Concluding Remarks by **Ahmed Enany**, President & CEO, SoCalBio

4:00 pm Bootcamp Adjourns