

First Announcement

INTERNATIONAL
BIO-BUSINESS BOOT CAMP
OCTOBER 8-12, 2007

Silicon Valley
California, USA



INTERNATIONAL BOOT-CAMP IN BIO-BUSINESS

(for Pharmaceuticals Executives, VCs, Entrepreneurs, Scientists and Professors)

Biopreneur is planning it's a long-awaited Executive - Bio-business program for scientist, entrepreneurs, and pharmaceuticals executives. The workshop will be a weeklong intensive program containing following modules below. The program will be in partnership with local institutions, universities and the life-sciences industry. A team of experts will deliver the essence of their wisdom from their own experiences and fundamentals of business economics based on proven theories, street-wiseness and ethics.

Bio-business – a new Gold Rush:

Bio- business comprises over \$10 trillion or 30 percent of global economic activity that globally. Countries throughout the world have identified new opportunities in the bio-business arena as the next hot technology area and are investing in training their scientists, setting up state-of-the-art life science and technology knowledge clusters, and establish viable biotechnology industries to fuel growth in bio-business areas.

In the recent years, there are more willingness and push for cross-disciplinary work and ventures between high-tech and biotech. Professional and business investors may find biotech as a new *Gold Rush* of the time. Biotech offers infinite opportunities as long as human being resides in this planet.

It is coined that the bio-business is going to be the fastest growing sector in the world during this century. Some are even designated 21st century as the bio-century. This workshop designed to provide non-bio professionals a broader understanding of the of field and opportunities lies within. Can you afford be simple a spectator.

Paradigm of Bio-business:

The biotech business is witnessed in our everyday life from toothpaste to the medicine cabinet. It occupies more of our personal economics and social relationships from happiness to love than what we normally realize. With the recent convergence of IT and nanotech with biotechnology, the Bio-field is growing and enabling more economic opportunities to be captured.

As every discipline goes through its roller-coaster of highs and hypes, bio went through its own high and hype in the mid 80s, while the IT-dot.com had its share in the late 90s. During this coaster ride many fared well with the game while significant others lost a big chunk of their portfolio worth; however, the fundamentals remained the same and those who maneuvered with sound understanding of the field fared the best.

Common Senses not common traits:

Common sense of fundamental doctrines in most businesses is universal and applicable all of the time – either in a depressed or vibrant economy. What mainly differ are the business and the intrinsic model that follows the business. Know the specifics and understand the unique-nature of the field gives one the professional tools, skills and wit to win the race of



apparent ambiguity. People fail in their endeavors not just because they do not know, but more because of confusion and lack of confidence arises from the weak understanding of the interlinking of the many 'bio-parts'. Biotech, by virtue, has its own specific and unique distinction. Having spherical knowledge and understanding of the field would help one to make prudent decisions either for business investment or for career development in the field.

What do you learn?

- The primary objective of the workshop is to transform the existing understanding of the attendees to a platform that builds confidence in them to take biotech as an opportunity rather than as the mystic field of a few experts.
- The workshop will provide in-depth understanding of the biotech business – not from the aspect of biotech lab sciences.
- Attendees will be able to identify the inefficiencies in the field and with their high-tech knowledge they will be able to solve these inefficiencies; thus, a new business opportunity can be created
- Investors will have a better understanding to value a venture; make right decisions on when to get-in and when to get-out. This workshop is equivalent to the *Tony Robin's walking through the fire–(without the fire) – to break the fear*

More specifically –

- Bio-business fundamentals
- Starting Bio-business
- Bio-business marketing
- Dealing with FDA
- Pre-clinical & Clinical Trials
- Copy rights, IP and IP management
- Financing Bio-business from Angel to IPO
- Due diligence – valuing a bio-business
- Secrets of spotting early stage drug candidates from bioventure/res. institution
- Building winning-team for success in bio-business

Leadership in Bio-business development

- Dual Motive theory – ego and empathy:
- Leadership Building
- Sustainable Management in 21st century's global-business environment
- Turnaround Business Model
- Vitality, value and Spirituality in building most efficient team
- Diagnostic tools to spot issues before that become troubles
- Identifying future leader in the internal team and nurturing the leadership
- Comparative evaluation of 19th and 20th centuries management style and what did we learn from that --
- What is your view on 21st century's management style –reasoning based model.
- Differentiation between followers and leaders – both are critically important for a successful event – one without the other is meaning less – If we say leader is one (1) and follower is zero (0), then ten happens with proper placement of zero which follows properly the one (1). Improper placement of followers (i.e., zero) results in one only.



MODULES

Core Formation:

- ** Bio-business fundamentals
- ** Starting Bio-business
- ** Marketing and Hands-on Market Planning
- ** Leadership and leadership building

Money Matters:

- ** Financing Bio-business from Angel to IPO and beyond
- ** IPO is the 2nd beginning—not the end
- ** Considering the exit opportunity—IPO or M&A?
- ** How to go Public (IPO) domestic/international (Japan, Hong Kong and India)
- ** Due diligence – valuing a bio-business

Licensing deal in Bio-business:

- ** Secrets of spotting early stage drug candidates from bioventure/universities
- ** Building winning-team for success
- ** Dealing with the FDA

Getting Attention:

- ** Marketing your ideas and, technology internationally
- ** Media Management
- ** Low cost PR
- ** Effective IR
- ** Value creation through PR and IR.

IP and IP Strategies:

- ** Patent
- ** Trade Secret
- ** Trade Mark
- ** Copyrights

FDA and regulatory Processes

- ** Pre-clinical
- ** Clinical Trials
- ** IND-NDA-ANDA
- ** The Generic – opportunities for start-ups

Special Session:

- ** Environmental responsibilities and triple bottom-line reporting
- ** Out-sourcing clinical trials in India and elsewhere
- ** Biotech environment in India – opportunities and risks
- ** Nano-bio and Bio-IT



FOR THE WORKSHOP - Speakers and Instructors (invited):

- ** Dr. Gerald Cory, former CEO of Tandem Compute, Japan, Ex. VP- ITU
- ** Neuro-psychology and corporate economics
- ** Patent, copyrights and other IP management – Taft law firm, OH
- ** Prof. Ed. Farinas, Prof. New Jersey Inst. Of Technology
- ** Professor Chikaosa Tanimoto, Osaka University
- ** Jupe Tan, Program Director, National University of Singapore
- ** Mrs. Vinanti Castlarin, PR and Media Director, NY
- ** Bio-IT specialist from McKenzie
- ** Several CEOs from the Bay area Biotech
- ** Licensing expert
- ** Regulatory specialist from FDA
- ** Patent attorney from a Law firm
- ** Entrepreneurs - 3 of them
- ** Dr. Ken Dev - Veteran Entrepreneur - RNAi specialist
- ** VCs two of them
- ** Indian Bio-Expert

REGISTRATION FEES

Early Registration (before JULY 29, 2007)

Register early and received discounted promotional rates

Industry US\$ 3750

Academics/Government/Non-profit: US\$ 1750

After July 29, 2007

Regular Registration fees

Industry US\$ 4750

Academics/Government/Non-profit: US\$ 2450

Affiliate's members' rate:

For Affiliate's rate contact your organization or biopreneur representative for details