Course Outline

### Bioentrenpreneurship

## Course Description

Through lectures, discussion, and business planning, students will learn how to assess the feasibility of a life sciences startup venture. During this course students will identify a specific life science business opportunity, evaluate financial and market opportunities, build financial projections and create a business plan. Projects relating to medical device, diagnostics, therapeutics and platform technologies would be eligible for inclusion. In a team environment, students will assess their specific opportunity. In addition, they will assess the skills and talents of successful entrepreneurs and investigate models and approaches that help leaders navigate the uncertainties of entrepreneurship and creating new life science ventures. Students will debate a wide range of important issues facing entrepreneurs.

## Course Objectives

By the end of the course, you will be able to:

* Evaluate life science-based technology and intellectual property as basis of new venture creation.
* Identify and analyze entrepreneurial opportunities.
* Develop a business plan for a specific opportunity
* Research market opportunity, operational and financial feasibility of new venture formation;
* Develop and use basic business planning and financial planning skills;
* Communicate with life science entrepreneurs in order to build personal networks;
* Discuss a wide range of issues of importance and concern to entrepreneurs in both oral and written formats.
* Assess the skills and talents of successful entrepreneurs, thereby demonstrating the knowledge, skills and attitudes required for entrepreneurship
* Present a short venture pitch to a panel of potential investors.

## Course Structure

This course is 15 class days in length and includes individual, group and whole class activities in a daily cycle of instruction.

The first three classes will be held stateside, giving students an opportunity to meet each other, and group into teams for their team projects, and begin to choose project topics.

For the remaining 12 days in Australia (May 23-June 6), each day will begin at 12:01AM EST and ends on the following day at 11:59PM EST. Please review the course syllabus thoroughly to learn about specific course outcomes and requirements.

This course will be highly interactive session and all students are expected to participate in all discussion and activities.

This outline provides an overview of the course and daily assignments. Please remember to check the calendar for specific due dates.

Each course module (modules 4-15) runs daily. Assignments are due the day following the module introduction unless otherwise indicated.

## Proposed Schedule

| Module | Dates | Module Title | Assignments |
| --- | --- | --- | --- |
| **Module 1** | Day 1\* | Introduction to BioEntrepreneurship | * Daily Readings •
* Module 01 Discussion
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| **Module 2** | Day 2\* | Entrepreneurial Opportunity | * Daily Readings •
* Module 02 Discussion •
* Fill out the interest questionnaire
 |
| **Module 3** | Day 3\* | Intellectual Property  | * Daily Readings •
* Module 03 Discussion
* Description of the technology/entrepreneurial opportunity of interest
* Profiles in leadership
 |
| **Module 4** | Day 4 | Technology Transfer | * Daily Readings
* Module 04 Discussion
* Description of IP for the Project
* Profiles in leadership
 |
| **Module 5** | Day 5 | Business Plan / Introduction to Market Research | * Daily Readings
* Module 05 Discussion
* Written plan for technology transfer of IP
* Profiles in leadership
 |
| **Module 6** | Day 6 | Regulatory and Ethics for the Bioentrepreneur | * Daily Readings
* Module 06 Discussion
* SWOT analysis
* Profiles in leadership
 |
| **Module 7** | Day 7 | Business Plan / Operations  | * Daily Readings
* Module 07 Discussion
* Written report on the regulatory analysis
* Profiles in leadership
 |
| **Module 8** | Day 8 | Marketing Plan  | * Daily Readings
* Module 08 Discussion
* Profiles in leadership
 |
| **Module 9** | Day 9 | Defining Financials | * Daily Readings
* Module 09 Discussion
* Profiles in leadership
* Marketing Plan
 |
| **Module 10** | Day 10 | Financing and Equity | * Daily Readings
* Module 10 Discussion
* Profiles in leadership
* 5-year financial projections for your venture
 |
| **Module 11** | Day 11 | Team Building and Management | * Daily Readings
* Module 11 Discussion
* Profiles in leadership
* Written description detailing potential sources of funding for your team project
 |
| **Module 12** | Day 12 | Elevator and Venture Pitch / Investor Presentations | * Daily Readings
* Module 12 Discussion
* Profiles in leadership
* Written description for your management and advisory personnel for your team projects
* Oral Elevator pitch
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| **Module 13** | Day 13 | Executive Summary / Semi-Final Presentations  | * Daily Readings
* Module 13 Discussion
* Profiles in leadership
* 10-minute investor slide presentation (powerpoint)
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| **Module 14** | Day 14 | Preliminary Investor Presentations  | * Daily Readings
* Module 14 Discussion
* Students complete an oral (powerpoint) 25-minute investor presentation
* Students will revise the presentation and submit for final evaluation.
* Draft written business plan due
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| **Module 15** | Day 15 | Final Presentations and Wrap Up | * Final venture presentation
* Final business plan due
* Peer evaluation
* Course feedback
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* Modules will be held stateside at times TBD