Syllabus 2015
PTCII: The Landscape of Biomedical Commercialization (BioEN505, ENTRE 579)

Lead Instructor: Buddy D. Ratner, Ph.D.; TA: Marvin Mecwan
4:00PM – 5:20PM, Benson Hall, Rm 203

September 30  1. Introduction to the class and technology commercialization (Buddy Ratner)

October 2    2. Companies – what are they? And, the Art of the Pitch (Buddy Ratner)

October 7    3. Start-up financing; basic finance principles (Buddy Ratner) (video lecture)

October 9    4. Introduction to Pierre’s start-ups & the Biodesign Philosophy (Pierre Mourad)

October 14   5. Innovation and Opportunities in the Biomedical Space (Buddy Ratner)

October 16   6. The FDA (David Pettenski and Cynthia Gorveatt)

October 21   7. Reimbursement – (Rhonda Rhyne)

October 23   8. Business Plans (Buddy Ratner)

October 28   9. IP and Patents (Karl Hermanns)

October 30   10. Technopreneurship example (Ryo Kubota, CEO, Acucela, Inc)

November 4   11. Affordable Care Act & political/economic considerations (Lee Huntsman)

November 6   12. Commercialization in the implant space – (Buddy Ratner)

November 11  Veterans Day

November 13  13. Marketing – (Stephanie Amoss)

November 18  14. Funding for Start-ups – (Connie Bourassa-Shaw, Foster School)

November 20  15. Students meet in groups to plan for Dec. 11 presentation

November 25  16. Technopreneurship example – (Sam Browd, MD)

November 27  Thanksgiving

December 2   17. Spin-outs by UW Grad Students – (Shon Schmidt, Brian Mogen)

December 4   18. Commercialization in the medical imaging space – (Jens U. Quistgaard)

December 9   19. Ethics and Business – (Buddy Ratner)

December 11  20. Student presentations