

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 |