Syllabus
Abbreviated

ENTRE 579: NeuroVentures

Instructor: Samuel R. Browd, M.D., Ph.D., FACS, FAANS, FAAP
Associate Professor of Neurological Surgery, University of Washington

Location: Paccar Hall 291, Wednesdays 6-9:20pm (Winter Quarter)


Speaker Bios: See attached addendum to syllabus

Overview:

Class

1) January 8th, 2014
   a. Class Topics: Introduction: Introduction, Big Ideas in Neuroscience, Testimonial (What’s the Ultimate Goal?)
      1. Introduction to NeuroVentures 2014
         a. Samuel Browd
      2. Opportunities: Hydrocephalus - Aqueduct Neurosciences, Inc.
         a. Samuel Browd
      3. Big Ideas/Opportunities in Neuroscience: Panel Discussion
         a. Panelists: Lance Stewart, Bob Wilcox, Chris Rivera, John Henson
      4. Patient-Family Testimonial-Impact of Technology
         a. Paul Gross (father of William Gross)
      5. Reading Assignment: Chapter 1: Biomedical Drug, Diagnostic and Devices Industries and their Markets

2) January 15th, 2014
   a. Class Topics: New & Novel: Opportunities (Ultrasound & Small Molecules in Cognition and TBI), Assessing Opportunity, Class Introductions & Off-Site Happy Hour/ Social
      1. Opportunities: Ultrasound in Neuroscience & Beyond
         a. Pierre Mourad
      2. Opportunities: Small Molecules in Cognition & TBI
         a. Mark Gurney
         a. Sonya Erikson
      4. Class Introduction then off to Happy Hour! (location TBA)
      5. Reading Assignment: Chapter 2: Markets of Interest and Market Research Steps
3) January 22nd, 2014  
a. Class Topic: **Team, Company Formation, Potential Project Ideas**: Opportunities (Concussion/mTBI), Team Formation, Company Formation, Potential Projects (Brainstorming/Whiteboarding)  
   1. Opportunities: Concussion/mTBI-X2 Biosystems  
      a. Rich Able (pending scheduling)  
   2. Team Formation  
      a. Ralph Derrickson  
   3. Company Formation  
      a. Craig Sherman  
   4. Potential Project Ideas  
   5. Reading Assignment: Chapter 3: Intellectual Property, Licensing and Business Models

4) January 29th, 2014  
a. Class Topic: **Traction, Patentability, Proof of Concept**: Opportunities (Brain Computer Interface), Traction, Patentability, Product Proof of Concept  
   1. Opportunities: BCI-Brain Computer Interface  
      a. Raj Rao  
   2. Traction  
      a. Patrick Shelby  
   3. Patentability  
      a. Hugh Matsueayashi  
   4. Proof of Concept  
      a. Brett Trimble  
   5. Reading Assignment: Chapter 4: New Product Development

5) February 5th, 2014  
a. Class Topic: **Executive Summary, Marketing/Market Analysis, Valuation**: Opportunities (Endovascular/Cerebrovascular), Executive Summary, Marketing and Market Analysis, Valuation and Introduction to the “Forrester” marketing database  
   1. Opportunities: Endovascular/Cerebrovascular  
      a. Louis Kim  
   2. Executive Summary  
      a. John Reppas  
   3. Marketing & Market Analysis  
      a. Pending  
   4. Valuation  
      a. Lance Stewart  
   5. “Forrester”-Marketing Database  
      a. Jason Sokoloff
6. Reading Assignment: Chapter 5: Regulated Market: Gateway through the FDA

6) February 12th, 2014
   a. Class Topic: **Milestones & Budget:** Update of UW Foster Business Plan Competition 2014, Opportunities: Neuropharma Small Molecules, Milestones, and Budget
      1. Business Plan Competition Update
         a. Connie Bourassa-Shaw
      2. Opportunities: Neuropharma-Small Molecules
         a. Johnathan Kil
      3. Milestones
         a. Chris Porter
      4. Budget
         a. Paula Kim

5. Reading Assignment: Chapter 6: Manufacturing

7) February 19th, 2014
   a. Class Topic: **Regulatory:** Opportunities: Computing, Regulatory Strategy, Project Updates/Entrepreneurial Mentors
      1. Opportunities: Computing
         a. Joe Hellerstein (pending)
      2. Regulatory Strategy
         a. Martha Feldman
      3. Manufacturing
         a. Robert (Bob) Odell (pending)
      4. Project Updates with Entrepreneurial Mentors
      5. Reading Assignment: Chapter 7: Reimbursement, Marketing, Sales, and Product Liability

8) February 26th, 2014
   a. Class Topic: **Funding:** Non-Dilutive Funding, Angel and Venture Capital Investors
      1. Non-Dilutive Funding
         a. Jeanette Ennis
         b. Loretta Little
      2. Angel & Venture Capital
         a. Wayne Wager
         b. Jens Quistgaard (pending)

9) March 5th, 2014
   a. Class Topic: **Communication & Elevator Pitch:** Effective Communication and the “Elevator Pitch”
      1. Communication
         a. Brian Glaister
      2. Elevator Pitch
3. In-class work: Final Presentations

10) March 12th, 2014

a. Class Topic: **Final Exam: Team Presentations**

1. Team Presentations