

## NeuroVentures ENTRE 579

January 7 – March 18, 2015  
Wednesdays 6 - 9:20 PM  
Paccar Hall 295  
SLN 14120 C/14121 D

NeuroVentures is a seminar and project-based class that is focused on bringing neuro-related ideas and innovations to market. The course begins with an overview of neurotechnology and the big needs in neurology, psychiatry, imaging and diagnostics, education, health care, etc. In the weeks that follow, students will form teams and work collaboratively to evaluate ideas and opportunities, understand the competitive landscape, develop a business model, talk with potential customers, and create an executive summary that describes the start-up opportunity.

Lectures will cover topics from the deeply technical aspects of neurotechnology to intellectual property and conflicts of interest, the mechanics of company formation, funding sources for new ventures, market and competitive analyses, and the start-up roadmap. Guest lecturers will bring their own start-up experiences to the class, and provide case-study depth content on the realities of commercializing neuro technologies. Students will begin pitching their ideas from the outset and will produce a final presentation and executive summary.

We anticipate that some of these projects will go on to the UW Business Plan Competition and become successful ventures.

**Student skills:** capacity to innovate, collaboration, strategic thinking, entrepreneurship.  
For students in engineering, neurosciences, medicine, health sciences, business, education.

**Open to:** UW graduate students, and individuals from Allen Institute, Swedish Neuroscience Institute, Institute for Systems Biology, Fred Hutch, Puget Sound VA + other universities.

### INSTRUCTOR

#### **Sam Browd, Neurosurgeon**

Dr. Samuel Browd is an attending neurosurgeon at Seattle Children's Hospital, Harborview Medical Center and the University of Washington Medical Center. Dr. Browd received his M.D., Ph.D. through the Medical Scientist Training Program at the University of Florida in 2000. He then undertook a seven-year Neurosurgery Residency at the University of Utah, and in 2007-2008 completed his Pediatric Neurosurgery Fellowship Training at the University of Washington/Seattle Children's Hospital. While at the University of Utah, he also completed a research fellowship focusing on functional magnetic resonance imaging.

### REGISTRATION

Request this class through the usual registration channels.

Contact Samantha Ogle, Buerk Center for Entrepreneurship, at [samogle@uw.edu](mailto:samogle@uw.edu) or 206-616-8687 for more information.