



## Creative Destruction Lab: An Introduction to CDL- Seattle

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# Creative Destruction Lab

a nine-month, objectives based program focused on helping build massively scalable, seed-stage science based startups

SCOPE AND REACH

# CDL operates five sites in Canada; three in the United States; and two in Europe



# Increase Probability of Success

## Equity Value Creation

**\$19B**

Successful commercialization of cutting -edge science achieved through the program

## Sites Focused on Global Impact

**11**

CDL operates eleven sites, each tied to a top tier research institution and business school

## Participating Founders & Alumni Companies

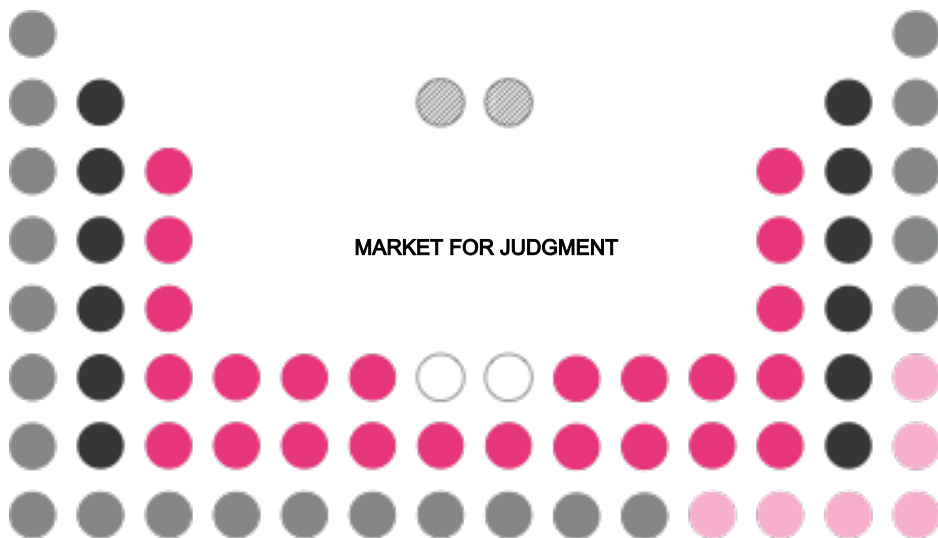
**4,000+**

More than 4,000 founders representing over 2,300 companies have participated in the CDL program

## Streams

- Agriculture
- Artificial Intelligence
- Blockchain
- Climate
- Commerce
- Digital Society
- Energy
- FinTech
- Health
- Matter
- Manufacturing
- Neuro
- Oceans
- Prime
- Quantum
- Risk
- Supply Chain
- Space

# Delivered over a 9-month term and includes 5 full-day objective setting sessions with mentors



**Note:** The objectives-setting process is the core of the program, providing a proven process for helping companies cut through distractions and focus on what's most important.

## LEGEND

- Grey circle: Venture Founders
- White circle: Moderators
- Pink circle: Fellows & Associates
- Black circle: Scientists, Economists & Investigators
- Dark Grey circle: Business Students (CDL Course)
- Light Pink circle: Partners

# Mentors are exited entrepreneurs, successful operators, angel investors, and VC partners



**Mike Butler**  
Former President of  
Providence Health &  
Services



**Ingrid Swanson Pultz**  
CSO of PVP Biologics



**Todd Patrick**  
CEO of Armata  
Pharmaceuticals



**Disney Tan**  
Managing Director,  
Microsoft Health  
Futures



**Sarah Warren**  
Sr. Director of  
Translational Science at  
NanoString  
Technologies



**Ralph C. Derrickson**  
President & CEO of  
Bsquare



**MARKET FOR JUDGMENT: SMALL GROUP MEETINGS**

**Individual Meetings:** Multiple one-on-one breakout sessions with CDL Mentors (Fellows & Associates)



**MARKET FOR JUDGMENT: LARGE ROOM DISCUSSIONS**

**Group Meetings:** Group sessions focused on finalizing three objectives that are:

- Measurable
- Achievable in 8 weeks
- Aligned with founders' goals



# Stream 1: Computational Health

Science-based startups improving health care using artificial intelligence & machine learning, computing platforms, connectivity, software, and sensors

Administrative automation & digitization  
Augmented reality for diagnostics/surgery  
Brain-computer interfaces  
Computational biology  
Clinical intelligence & enablement  
Clinical trials management

Data science in health  
Disease management & therapeutics  
Drug discovery  
Health plans & benefits management  
Imaging analysis  
Virtual and offline care delivery

Personalized medicine  
Protein design  
Pharma supply chain  
Screening & diagnostics  
Synthetic biology

# Stream 2: Manufacturing

science and technology-based startups improving manufacturing using computer controlled processes, novel synthetic and biomaterials, real-time communication and data sharing, machine learning, robotics, and software tools

Additive Manufacturing  
Advanced Materials  
Industrial IoT  
Machine Intelligence

Robotics  
Simulation Tools  
Workforce Augmentation

# CDL Class:

## ENTRE 579/490 OPEN TO:

2nd-year MBAs, PhD students, select graduate students and advanced undergraduates.

**MEETS:** Fall, Winter, and Spring on Wednesdays from 3:30 to 5:50pm for 2 credits per quarter. NOTE: Credit is granted only upon completion of ALL three quarters.

**PLUS 5 CDL SESSIONS:** Spread throughout the year, 5 All-Day CDL sessions will provide opportunity for you and your ventures to meet with mentors and set objectives for advancement.

**YOUR ROLE:** Work with matched startup to complete objectives between CDL days (projects may include market analysis, customer interviews, product planning, market entry strategy, fundraising materials)

**APPLICATIONS DUE:** April 25 by 11:59pm

# Apply

Email [cdlcourse@uw.edu](mailto:cdlcourse@uw.edu) with:

- Resume, CV, or LinkedIn profile
- Short paragraph on why you want to take the course and what you can contribute
- Statement acknowledging: I understand that the CDL Advanced course is an experiential-based course and requires a full year commitment.

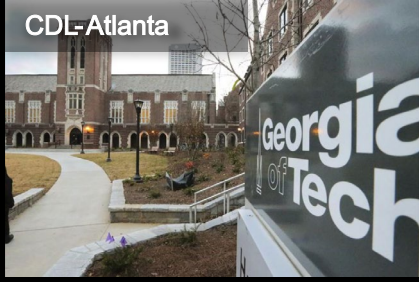
**Applications due April 25 at 11:59pm**  
(Late applications will be considered for waitlist.)

# Learn more

Visit <https://createdestructionlab.com>

## Attend

- **Info Session 1: Apr. 18, 5pm** - <https://washington.zoom.us/j/6630615231>
- **Info Session 2: Apr. 19, Noon** - <https://washington.zoom.us/j/6630615231>
- **Info Session 3: Apr. 22, Noon** - <https://washington.zoom.us/j/6630615231>
- **Info Session 4: Apr. 22, 5pm** - <https://washington.zoom.us/j/6630615231>



**Build  
Something  
Massive**