

ATTENTION SCIENTISTS AND ENGINEERS!
WE WANT YOU for
BUSINESS BOOTCAMP III

*Presented by the OVALS and the University of Louisville Office of Technology Transfer
Thursday, April 15, 2010
Downtown Marriott Hotel, Louisville*

AGENDA

9:00 AM	Registration
9:50 AM	Welcome
SESSION 1	IP/MARKETING
10:00 – 10:25 AM	Intellectual Property: Dr. Ray Akhavan (Caris) and Mandy Wilson Decker, Stites & Harbison
10:25 – 10:45 AM	Marketing/Licensing
10:45 – 11:00 AM	Questions and Answers for IP/Marketing Session Panel
11:00 – 11:15 AM	Refreshment break
SESSION 2	REAL LIFE EXPERIENCES: STARTING UP
11:15 – 11:35 AM	Experiences from a Faculty Member as Founder of a University Start-Up Company: Dr. Michael Nantz, Founder, Genteric Inc.
11:35 – 11:55 AM	Experiences from a Faculty Member as Founder of a Start-Up Company from UofL: Dr. Fred Roisen, RhinoCyte, Inc.
11:55 – 12:15 PM	Balancing Your Roles/Obligations
12:15 – 12:30 PM	Q & A for Real Life-Starting Up Panel
12:30 – 1:30 PM	Lunch
SESSION 3	REAL LIFE EXPERIENCES: WORKING WITH ESTABLISHED COMPANIES
1:30 – 1:50 PM	Perspective of a Medical Device Company: Dr. Bill Gibbons, COOK Medical
1:50 – 2:10 PM	Perspective of a Large Pharmaceutical Representative: Dow Agrosiences
2:10 – 2:30 PM	Q & A for the Real Life Experiences Panel
2:30 – 2:45 PM	Refreshment Break
SESSION 4	SOURCES OF FUNDING
2:45 – 3:10 PM	Industry Sponsored Research
3:10 – 3:35 PM	Venture Capital: Bob Saunders
3:35 – 4:00 PM	State Funding: Kentucky Department of Commercialization and Innovation
4:00	Q&A for Funding Session Panel / Conclusion
5:00 PM	OVALS Reception and Exhibits