



## WINNING GENES: How to Create, Grow, and Sustain a Successful Life Sciences Company

### Foley's Life Sciences Conference Agenda Genzyme Headquarters May 10, 2011

Time / Room	Event	Session
8:00 – 8:45 a.m.	Registration	
8:45 – 10:00 a.m.	Opening General Session	<p><b>Keynote Presentation</b></p> <p><b>Welcome Remarks:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Gabor Garai</b>, Partner, Foley &amp; Lardner LLP</li> <li>▪ <b>Bill Kane</b>, Senior Director of Acquisitions &amp; Leasing, BioMed Realty Trust</li> </ul> <p><b>Keynote Presentation</b>  <b>Dr. Robert Langer, Institute Professor at MIT</b>, will enlighten attendees by providing his perspective on how biotechnology entrepreneurs can succeed in today's post-recession market and share a forward-looking perspective on the where the industry is heading as it relates to technology innovation and venture capitalism.</p>
10:00 – 10:15 a.m.	Break	
10:15 – 11:15 a.m.	Panel #1	<p><b>Post-Recession Exit Strategies for Life Sciences Companies: Achieving in the Market Resurgence</b></p> <p>The life sciences industry is still adapting to the short and long term effects of the recession. New exit approaches are being established that will have a long-term impact on the industry. A panel of venture capitalists, investment bankers, and entrepreneurs will discuss short- and long-term strategies for taking a life sciences company to the next level.</p> <ul style="list-style-type: none"> <li>▪ How VCs are positioning their portfolio companies for exits</li> <li>▪ M&amp;A strategies — What are the strategic acquisition plans in the short- and long-term for big pharma and biotech?</li> <li>▪ State of the IPO — Is it attainable for biotech and medtech companies?</li> <li>▪ Achieving exits through alternative and partial liquidity events</li> <li>▪ What early- and mid-stage companies need to do to plan for various exits</li> </ul> <p>Moderator:  <b>Ron Eppen</b>, Partner, Foley &amp; Lardner LLP</p> <p>Speaker:  <b>Fouad Azzam</b>, General Partner, LSP</p>
11:20 – 12:15 p.m.	Panel #2	<p><b>The Nuts and Bolts: Designing and Implementing a Risk Management Plan</b></p> <p>The cost of research and development in the life sciences industry continues to rise along with the financial liability risks a company takes on as it commercializes products. These R&amp;D and regulatory challenges create a perfect storm and, as a result, the development of a risk management plan is more important than ever. When it comes to product development, it's never too early for corporate executives to have your risk management plan in place.</p> <p>During this interactive panel, speakers will discuss the following:</p> <ul style="list-style-type: none"> <li>▪ Ten critical risk management procedures start-up and mid-sized life</li> </ul>



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		<p>sciences companies should have in place</p> <ul style="list-style-type: none"> <li>▪ The risks that should be addressed in clinical trials and disclosures</li> <li>▪ Navigating the claims process to preserve insurance coverage and boost claim defense</li> <li>▪ The financial impact for companies when making a claim</li> </ul> <p>Moderator:  <b>Emily Urban</b>, Global Field Officer, Senior Vice President, Berkley Life Sciences</p> <p>Speakers:  <b>Ron Kaufman</b>, Risk Manager, Genzyme  <b>Kevin Quinley</b>, Vice President of Risk Management Resources, Berkley Life Sciences  <b>Mark Waxman</b>, Partner, Foley &amp; Lardner LLP</p>
12:15 – 1:15 p.m.	Lunch	
1:30 – 2:30 p.m.	Panel #3	<p><b>Match Making: Identifying Partners, Creative Collaborations and Long Term Outcomes</b></p> <p>In today’s market, life science companies large and small are adjusting their collaboration and licensing strategies to account for a more robust economic outlook. These strategies have created new options for smaller companies while larger companies are engaging in partnerships that may potentially minimize their risks. During this interactive panel speakers will cover the following aspects of short and long term deal making:</p> <ul style="list-style-type: none"> <li>▪ How does big pharma identify new targets?</li> <li>▪ Why does big pharma pass?</li> <li>▪ How should early-stage companies prepare for a strategic collaboration, and how they can increase their leverage?</li> <li>▪ Early-stage program management — how to cost-effectively advance product development between financing rounds and partnerships in effort to attract big pharma collaborators</li> <li>▪ Strategies for advancing non-core product development while maintaining investment in priority assets</li> <li>▪ Option deals and other structures to fulfill big pharma's objectives and access promising technology and products while mitigating risk</li> <li>▪ How VCs value licensing and collaborations</li> </ul> <p>Moderator:  <b>Michel Morency</b>, Partner, Foley &amp; Lardner LLP</p> <p>Speakers:  <b>Gerry Brunk</b>, Managing Director, Lumira Capital  <b>David A. Charapp</b>, Special Counsel, Foley &amp; Lardner LLP  <b>John Delyani</b>, Head Therapeutics, Strategic Alliances, Novartis</p>
2:40 – 3:30 p.m.	Panel #4	<p><b>What Every CEO and GC Needs to Know About the Pitfalls and Obstacles in Working With Non-U.S. Companies</b></p> <p>For companies entering biotech and pharmaceutical markets in Europe and China, regulatory and IP challenges can affect business endeavors and halt your expansion plans. Proper planning and knowledge of common pitfalls can</p>



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		<p>make the difference between a successful foreign venture and a failure.</p> <p>This session will explore the following topics:</p> <ul style="list-style-type: none"><li>▪ Inventorship and IP issues across borders — Who owns what?</li><li>▪ Joint ventures and deal making: What China and the E.U. regulate</li><li>▪ Identifying and working with Contract Research Organizations (CROs)</li><li>▪ Navigating the challenges with regulatory controls and approvals in the E.U.</li></ul> <p>Moderator: <b>Sven Riethmueller</b>, Partner, Foley &amp; Lardner LLP</p> <p>Speakers: <b>Chuck Abdalian</b>, Senior Life Sciences Executive, Former SVP, President and CFO, Molecular Insight Pharmaceuticals, Inc. <b>Jim Ewing</b>, Partner, Foley &amp; Lardner LLP <b>Travis Wilson</b>, IP CEO, Stealth Peptides Inc. and a member of the Morningside Group</p>
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