

# Winning Strategies in Life Sciences: Pursuing Success in Today's Changing Environment



Friday, October 5, 2012

UCSF — Mission Bay Conference Center

8:00 – 9:00 am            **Registration and Light Breakfast**

9:00 am                    **Opening Remarks by Paul Stewart, Partner, Foley & Lardner LLP**

Featuring additional remarks by:  
Regis B. Kelly, Ph.D., Director, QB3  
Pete R. Scott, Head of Life Sciences, Silicon Valley Bank

9:45 am                    **Break**

10:00 am                  **Vantage Point: Positioning Strategies to Maximize Capital Growth Potential**

- Raising venture capital and angel financing
- Obtaining lines of credit, term loans, and venture debt
- The impact of the April 2012 JOBS Act: maximizing the benefits of six new pieces of legislation designed to empower entrepreneurs
- The IPO market: Is there a revival for life sciences companies?
- Secondary offerings, PIPES, and alternative financing strategies

Speakers:

Wende Hutton, General Partner, Canaan Partners  
Ryan Mausehund, Director, Healthcare Investment Banking, Robert W. Baird & Co.  
Paul Quadros, Life Sciences/Biotechnology Committee, Band of Angels  
David Sabow, Senior Relationship Manager Life Sciences, Silicon Valley Bank

Moderator: Jim Chapman, Partner, Foley & Lardner LLP

11:00 am                  **Break**

11:15 am                  **Designing a Business Model for Tomorrow's Wireless Health Care Industry**

- Funding health care apps for mobile devices: how innovators can demonstrate value in user-based applications
- Integrating smart phones and home-use mobile devices into patient-care networks
- Obtaining app certification
- The regulatory environment: ensuring your technology is compliant with changing regulatory guidelines and the importance of obtaining 510(k) approval
- What does the reimbursement environment look like?
- Addressing privacy and security concerns

Speakers:

Michael Bates, Life Sciences and Biotechnology Committee, Band of Angels  
Nathan Beaver, Partner, Foley & Lardner LLP  
Paul Nerger, Chief Technology Officer, Happtique, Inc.  
Brian G. Bedrosian, Director, Deeply Embedded Wireless Business  
Broadcom, Wireless Connectivity Combo Group

Moderator: Paul Stewart, Partner, Foley & Lardner LLP

12:15 – 1:15 pm

Lunch

1:30 pm

**Lifecycle Management: Ensuring Global IP Protection**

- Preparing for the first-to-file changes that take effect March 13, 2013
- What inventors need to know about the “first to disclose” fallacy
- Positioning your company to take advantage of the new patent trial proceedings available beginning September 16, 2012

Speakers:

David Bradfute, Corporate Counsel, Arena Pharmaceuticals, Inc.  
Joseph P. Meara, Partner, Foley & Lardner LLP

Moderator: Lauren Stevens, Of Counsel, Foley & Lardner LLP

2:30 pm

Break

2:45 pm

**Big Pharma M&A: Replenishing Pipelines and Creating New Opportunities in the Life Sciences Market**

- Using a sales transaction as a method of advancing technology portfolios and maintaining corporate mission
- Advantages and disadvantages of M&A
- Valuation strategies from big biotech and pharma

Speakers:

Jeff Calcagno, M.D., Senior Director, Emerging Technologies, Corporate Office of Science and Technology (COSAT), Johnson & Johnson  
Diana Gilbert, Senior Consultant, RoseRyan  
Rekha Hemrajani, Vice President, Head of Licensing and M&A, Onyx Pharmaceuticals  
Richard Ramko, Partner, Ernst&Young

Moderator: Richard Kaufman, Partner, Foley & Lardner LLP

3:45 pm

**Closing Remarks by Gail Maderis, President and CEO, BayBio**

4:00 pm

Reception