



ASMR, Inc.

For-profit venture arm of the
American Society of Microbiology

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What you need Beyond Great Science: Lessons for Entrepreneurs

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Capturing Great Science

- Discovery
- Disclosure
- Preliminary or PCT Filing
- US Filing
- ROW, country phase

Tapping the Commercial Potential

- License or Start-Up
- Intrapreneur or Entrepreneur
- Personal risk aversity
- Patience versus rapid ramp

Getting Started:

- Basic Mechanics of a business
- Building your Board(s)
- Creating your team
- Raising equity capital
- Finding space
- Grantsmanship for companies
- Creating a Business Plan

Funding Strategies

- Networking, networking, networking
- Friends, family and fools
- Angels
- Early-stage venture capital
- Mega Grants
- Early corporate validation
- Early revenues



What it takes to look attractive:

- Great Science
- Great IP
- Great Management
- Great Team
- Energy, Enthusiasm & Passion
- Great Plan
- Great Execution

Great Execution:

- Focus on commercial goals
- Build & Maintain momentum
- Keep the Great Science coming
- Recognize & meet the needs of your partners
- Creativity, persistence, stamina
- Remember it is all about shareholder value

Great Partnering:

- Pipeline
- Corporate culture
- Financial viability
- Reporting & Decision process
- Long-term financial return
- Opportunity to build infrastructure

Leverage:

- Incubators
- Core Equipment access
- Core Facilities access
- State Economic Development aid
- Local training aid
- Interns
- Business School aid



- Shameless Commercial

- January 27th - Qualifying Therapeutically Relevant Drug Targets
- March 2nd – Anatomy of the Corporate Deal
- April 1st – Theranostics
- May 6th – Beyond Great Science
- September – Boot Camp
- Check out our website at www.asmresources.com

Q & A

First steps towards the dark side