



AGENDA • MAY 16TH CUB: Butch's Den

GETTING STARTED ON YOUR ENTREPRENEURIAL ROAD TRIP

- **Session 1:** 8:30 – 9:30 am
Avoiding Road Hazards
- **Session 2:** 9:40-10:40 am
Navigating the Patent and Copyright Process
- **Session 3:** 10:50-11:50 am
A Fork in the Road: Now that I have a Protected
Commercially Viable Technology What Should I Do with It?

Panelists

Zeinab Abouissa, Technology
Licensing Associate, WSU OC
Asa Brown, Technology
Licensing Associate, WSU OC
Rob Keegan, Faculty, WSU CVM
Katrina Mealey, Faculty, WSU CVM

Brett Nelson, Patent Attorney,
Lee & Hayes
Jon Oatley, Faculty, WSU CVM
Sita Pappu, Director, WSU OC
Bryan Slinker, Dean, WSU CVM
John Wenz, Faculty, WSU CVM

- 11:55 am – 12:55 pm
Lunch informal discussions with members of the Office of
Commercialization

Panelists

Zeinab Abouissa, Technology
Licensing Associate
Asa Brown, Technology
Licensing Associate
Norman Ong, Technology
Licensing Associate

Sita Pappu, Director
Scott Steiger, Technology
Licensing Associate

COMMERCIALIZATION IN THE WILD

- **Session 1:** 1:00 – 2:30pm
What Are the Potential Paths for Commercialization?
- **Session 2:** 2:40 – 3:50pm
Who's Going to Take this Trip with Me?
- **Session 3:** 4:00 - 5:00pm
Financing Early Round Companies

Panelists

Joe Harding, Faculty, WSU CVM and
CSO, M3 Biotechnology
David Haworth, President,
PetSmart Charities
Scott Maloney, CEO, BowTie

Bruce Montgomery, CEO,
Genoa Pharmaceuticals
Rich Thayer, Managing Partner,
Halteres Associates and CEO,
The Catalysis Foundation

*Post Workshop information and updates will be available at
go.vetmed.wsu.edu/Entrepreneurs*



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OPERATING STRATEGY AND TACTICS

- **Session 1:** 8:15-9:15 am
Managing, Leading, and Finding Your Fit
- **Session 2:** 9:25-10:25 am
Outside the Company or Venture: How to Productively and
Constructively Partner, Sell, Buy, Grow, and Interact in the
Context of Business
- **Session 3:** 10:35-11:35 am
Resources: Investment, People, Technology
How and When to Use Them

Panelists

Pat Arensdorf, CEO, Bluestar
Genomics
Joe Harding, Faculty, WSU CVM
and CSO, M3 Biotechnology
David Haworth, President,
PetSmart Charities
Scott Maloney, CEO, BowTie
Bruce Montgomery, CEO,
Genoa Pharmaceuticals

Wendy Ortman, METER
Group, Inc.
Tom Simpson, Co-founder/
Chairman, etailz
Rich Thayer, Managing Partner,
Halteres Associates and CEO,
The Catalysis Foundation

- **Keynote Address:** Noon - 1pm
CUE 203
A. Bruce Montgomery, MD & CEO of Genoa Pharma
Lessons Learned from a Serial Entrepreneur: Navigating the
Entrepreneurial Ecosystem