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 OIC
- Ava Brown, Technology Licensing Associate, WSU OIC
- Rob Kopper, Faculty, WSU CVM
- Katelina Moyle, Faculty, WSU CVM

**Day 1 Agenda**
- 11:55 am – 12:55 pm
Lunch informal discussions with members of the Office of Commercialization

**COMMERCIALIZATION IN THE WILD**
**Session 1:** 1:00 – 2:30 pm
What Are the Potential Paths for Commercialization?

**Session 2:** 2:40 – 3:50 pm
Who’s Going to Take this Trip with Me?

**Session 3:** 4:00 – 5:00 pm
Financing Early Round Companies

**Panelists**
- Joe Harding, Faculty, WSU CVM and CSO, M3 Biotechnology
- David Harwood, President, PetSmart Charities
- Scott Maloney, CEO, BowTie
- Bruce Montgomery, CEO, Genoa Pharmaceuticals
- Rich Thayer, Managing Partner, Haltern 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

**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 UseThem

**Panelists**
- Pat Arensdorf, CEO, Bluestar Genomics
- Joe Harding, Faculty, WSU CVM and CSO, M3 Biotechnology
- David Harwood, President, PetSmart Charities
- Scott Maloney, CEO, BowTie
- Bruce Montgomery, CEO, Genoa Pharmaceuticals
- Wendy Oritman, METER Group, Inc.
- Tom Simpson, Co-founder/ Chairman, etalab
- Rich Thayer, Managing Partner, Haltern Associates and CEO, The Catalysis Foundation

AGENDA • MAY 17TH
CUB: Butch’s Den

**Panelists**
- Zeinab Abouissa, Technology Licensing Associate, WSU OIC
- Ava Brown, Technology Licensing Associate, WSU OIC
- Norman Ong, Technology Licensing Associate
- Sita Pappu, Director, WSU OC
- Scott STEGER, Technology Licensing Associate

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