CALBIO 2012

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Sessions Preview

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Advocate • Fundraise • Network

MARCH 8-9, 2012

SAN FRANCISCO MARRIOTT MARQUIS

Agenda

Wednesday, March 7, 2012			
6:00PM – 8:00PM	Business Development Reception Hosted by BayBio & BIOCOM Chairs & Boards of Directors *Invitation Only Event*		
Thursday, March 8, 2012			
7:00AM – 8:30AM	Registration and Networking Breakfast		
8:30AM – 9:45AM	Breakfast Keynote: ***"A Perspective on Risk"*** **Andrew C. von Eschenbach, MD** - Former Commissioner, FDA; President, Samaritan Health Initiatives **Steve Walker** - Co-Founder, The Abigail Alliance for Better Access to Developmental Drugs		
		Track 1: Capital Access	Track 2: Clinical Development
10:00AM – 11:15AM	Session 1	New Developments in VC Financings – Selling Your Soul?	Patient Advocacy: The Key to the Next Evolution of Clinical Development
11:15AM – 11:45AM	Coffee Break		
11:45AM – 1:00PM	Session 2	Successful Collaborations with Passion Investors	Ten Tips to Accelerate Clinical Trials and Do Them Well
1:00PM – 1:30PM	Lunch		
1:30PM – 2:45PM	Luncheon Keynote: ***"High Impact: The Foundation Perspective"***		
2:45PM – 4:00PM	Session 3	Before You Look for Loose Change: Alternative Funding Sources for Biotech and How to Secure Them	Emerging Issues in the Conduct of Global Clinical Trials
4:00PM – 4:15PM	Coffee Break		
4:15PM – 5:30PM	Session 4	Preparing for M&A: Engineering a Happy Marriage	Modernizing our Industry: Developing the Clinical Trials of the Future
5:30PM	Opening Night Reception		
6:00PM	Hospitality Suite Receptions		
Friday, March 9, 2012			
7:30AM – 8:15AM	Registration and Networking Breakfast		
8:15AM – 9:30AM	Opening Keynote: ***"Broken Business Models"*** **George Scangos** - CEO, BiogenIDEC		
		Track 1: Drug Discovery	Track 2: Regulatory
9:45AM – 11:00AM	Session 1	The Nine Components of Success in the New World of Life Sciences R&D	Regulatory Risk: How Do We Manage?
11:00AM – 11:30AM	Coffee Break		
11:30AM – 12:45PM	Session 2	Now for Something Completely Different: How will Pharma Access External Early-Stage Innovation?	Coverage and Reimbursement Risks: The Influence of Deficit Reduction and Other Pressures
12:45PM – 1:15PM	Luncheon Keynote: ***"Achieving Industry Goals in an Election Year"*** **James Greenwood** - President and CEO, Biotechnology Industry Organization (BIO)		
1:15PM – 2:30PM	Luncheon Keynote		
2:30PM – 3:45PM	Session 3	Leading Edge Tools, Technologies and Approaches for Drug Discovery	Diagnosing a Changing Landscape
3:45PM – 5:00PM	Closing Reception		

Track 3: Markets			
Reimbursement: Will They Pay? The Changing Role of Payers in a Product's Success	Partnering	Exhibits	
The Biotech Product Launch: Not Necessarily Destined for Failure			
Flexing Commercial Muscle Beyond the US			

Track 3: Patients	Track 4: Business Models		
Taking Matters into Their Own Hands: The Role of Patients in Drug Development	Life Sciences Innovation: A Fundable Future or Financial Flop?	Partnering	Exhibits
Patient Access to Developmental Drugs	Blueprint for Success: Which Biotech Business Model Works Best for You?		
Social Media and Life Sciences: Hearing a Patient's Voice	Biotech Then and Now: What Does Biotech Look Like 10 Years from Now?	Partnering	

Deadlines At-a-Glance

Mark your calendar!

The following deadlines are too important to miss! Also, visit **www.calbio2012.com** often for important information updates and information.

January 27, 2012

- Deadline to receive the early discounted registration ends. Save $600.
- Deadline to submit program material
- Deadline to express interest in sponsorship/exhibit hall

February 15, 2012

- Deadline to book hotel room for special conference rate of $239 and save $50 off registration

February 24, 2012

- Deadline to register online
- Deadline to apply discounts and member rates

Registration

	Early Bird Registration Ends January 27	**Standard** Registration Ends February 24	**On-Site** Registration Ends March 8-9
BayBio | BIOCOM Member Rate	$750	$1,350	$1,550
Non-Member Rate	$1,150	$1,750	$1,950
Government, NGO and Non-Profit **Please see Registration Policies below for requirements*	$450	$450	N/A
Life Science Company Group of 3 Rate	**Members** $1,800 **Non-Members** $3,150	**Members** $3,300 **Non-Members** $4,650	N/A
Life Science Company Group of 5 Rate	**Members** $2,500 **Non-Members** $5,000	**Members** $4,500 **Non-Members** $7,000	N/A
Student/Academic Rate **Please see Registration Policies below for requirements*	$95	$95	N/A
Service Provider Partnering Forum	$750	$750	$750
Investors*	Complimentary		

**Qualified Investors are public and private equity investors whose primary activity is direct investment in research and development companies, or research analysts from investment banks focused on investment in the life sciences sector.*

Plenary Sessions

Thursday, March 8, 2012

A Perspective on Risk

8:30AM - 9:45AM

It has become a cliché to say that the FDA and Congress put excessive emphasis on risk in the risk-benefit equation.

Increasingly, investors are parking their funds outside of the life science industry and beyond US borders, citing an unclear regulatory environment for many different programs, ever increasing costs of clinical trials and the resulting uncertainty that products will ever reach patients. Ironically, for all of the talk in Washington about tackling the costs of chronic diseases, the tougher regulatory environment is actually pushing companies away from investments into better therapies for diabetes, cardiovascular disease, and obesity.

This plenary session focuses on how to maintain American innovation and entrepreneurship through a modernization and transformation of the FDA into an agency that focuses not only on safety, but on efficacy, innovation and its mission to protect and promote public health. It provides a perspective on how life sciences companies and patient groups can navigate the current regulatory process while collaborating on process improvements toward a regulatory pathway that is transparent and efficient, yet still rigorous and science led.

Keynote:

Andrew C. von Eschenbach, MD

Former Commissioner, FDA

President, Samaritan Health Initiatives

Steve Walker

Co-Founder, The Abigail Alliance for Better Access to Developmental Drugs

High Impact: The Foundation Perspective

1:30PM - 2:45PM

By working together foundations and life science companies can have a profound impact on patient lives. This plenary will engage our audience in a meaningful discussion of how foundations and industry can jointly accelerate research and clinical development, impact regulatory processes and overcome barriers to progress in bringing new treatments to patients. It will discuss how to maintain or increase funding of medical innovation in these

challenging times.

Friday, March 9, 2012

Broken Business Models

8:15AM - 9:30AM

The current business model on which biotech has relied is flawed. Despite some notable successes, the global biotech industry has fallen short of expectations. Investment has dried up as the model carries a very high risk of failure.

Efficiency is the new name of the game and strategic collaborations have been on the increase. Will both of these trends accelerate and facilitate innovation, discovery and development? Will they help to increase company efficiencies and industry success rates?

This plenary session provides a unique perspective and will engage the audience in a frank and thoughtful discussion. Looking ahead, how will business models adapt to changing conditions? What role will medical research foundations, university transfer offices, investors, philanthropists and government play in the evolution of the global biotech industry?

Keynote:

George Scangos

Chief Executive Officer, BiogenIDEC

Achieving Industry Goals in an Election Year

12:45PM - 1:15PM

The two most outspoken industry proponents representing the San Francisco Bay Area and San Diego life sciences clusters and on both sides of the aisle will address questions of how to achieve industry policy and economic goals during an election year. Given the current state of the US and world economy, will innovation become an important campaign message and how will outcomes affect patients?

Keynote:

James Greenwood

President and Chief Executive Officer, Biotechnology Industry Organization (BIO)

Sessions by Track

Capital Access

Thursday, March 8, 2012

New Developments in VC Financings – Selling Your Soul?

10:00AM – 11:15AM

Funding of the life science sector declined in 2010 and 2011. The remaining funding is increasingly skewed toward follow-on and later stage deals, smaller increments, more strings attached and more risk sharing.

This panel will discuss some emerging new structures and trends in initial and follow-on VC financings, including collaborating with the venture arms of big Pharma which can provide additional funding leverage as well as on-going guidance in developing a program that will be of interest to a Pharma buyer, but at what cost? The panel will also discuss the pros and cons of this emerging structure as well as other recent models for VC financings.

Successful Collaborations with Passion Investors

11:45AM – 1:00PM

It's no secret that non-profit foundations and patient advocacy groups represent a fast-growing source of funding for early stage life sciences companies developing novel technologies. This type of alternative funding has steadily climbed as traditional venture capital firms remain conservative in their funding of biotech innovation.

Working with foundations can be a rewarding experience as they can provide scientific expertise and access to faculty thought-leaders, and provide assistance in recruiting for clinical trials. Foundations, however, may have different development milestones in mind, and ultimately have different objectives from those of traditional funders. When applying for grants and seeking partnerships, biotechnology companies need to be aware of the differences between traditional funding and mission-based funding when it comes to goals and financial pay-offs. Among these differences are:

- They are more willing to advance orphan drugs
- They can speed clinical trial recruitment through access to patients
- They are focused on innovation, rather than me-too drugs
- They want to be directly involved in the research through affiliated faculty, patients or

foundation representatives

- They are focused on innovation that will lead to relevant treatment or cure
- They need to be engaged early; they can help point research in the right direction
- They have financial payback expectations that may be more modest than commercial funding sources

Before You Look for Loose Change: Alternative Funding Sources for Biotech and How to Secure Them

2:45PM – 4:00PM

The IPO window is rarely open for more than a heartbeat, and VCs are reluctant to open their pocketbooks. How, then, can an innovative company generate the cash needed to fund its development? This interactive panel will discuss how they've creatively approached this problem by tapping both into well-known sources of nondilutive funding, primarily government contracts. The panelists will outline how to tailor business models to suit these organizations and how approaching them differs from targeting VCs. A variety of perspectives both from the funders as well as those seeking the funds will be presented.

Preparing for M&A: Engineering a Happy Marriage

4:15PM – 5:30PM

As the economic turbulence continues, an increasing number of biotech companies are capitalizing on the trend towards M&A. A company can't just put on its finest suit and start the dating game, it must plan early to get it right and avoid the pitfalls that could hinder its walk to the altar. This dynamic session will feature CEOs and a banker who successfully planned for and engineered their M&A transaction. They started by anticipating a number of critical factors well before their first date, including the company's equity structure and an unencumbered intellectual property portfolio. When they found their ideal acquirer, they took critical steps to run an effective transaction process. The panelists will describe the do's and don'ts for presenting a compelling story to potential acquirers, executing on business development when M&A is the ultimate ring on the finger, creating and nurturing a competitive bidding environment (monogamy is overrated), and retaining as much upside as possible. They'll dig deep into the enticing dual-track strategy of pursing an IPO or M&A, as well as insights into how to manage a long-distance courtship with international players.

Clinical Development

Thursday, March 8, 2012

Patient Advocacy: The Key to the Next Evolution of Clinical Development

10:00AM – 11:15AM

The sleeping giant in clinical development is the patient, both as the crucial resource in clinical trials and as a previously under-utilized source of clinical/molecular data and biospecimens. Increasingly, product innovators are viewing patients as full partners. Novel collaborations with patient advocacy groups – who have access to large numbers of patients with a particular disease, who are motivated to drive and accelerate research, and who can bridge the silos of academe and industry – are emerging. Patient groups can also be supportive to the development of new models, such as adaptive clinical trials, that have the potential to produce better clinical outcomes in a shorter time frame. This session will explore the pro-active role of advocacy groups, how these types of collaborations are taking shape, how they might fuel a new generation of clinical development, what is needed to harness the potential of all the data, and how to avoid some of the common pitfalls.

Ten Tips to Accelerate Clinical Trials and Do Them Well

11:45AM – 1:00PM

In order to expedite the speed with which clinical trials are completed, it is critical to have a solid foundation for measuring and tracking where key improvements in process and efficiency can be made. There are general areas where sponsors can improve the speed of clinical trial completion, for example: decreasing time for subject enrollment and recruitment, decreasing site contracting time and speeding up site initiations. In this cost constrained environment, however, there is a cost benefit sponsors are willing to accept in order to save time and improve clinical trial performance. Due to the cost of making improvements, it is important to have key processes in place for identifying where changes can have the biggest bang for the buck. Processes for identifying key changes include:

- Developing a balanced scorecard for selecting the right sites and investigators
- Key criteria for streamlining the feasibility process
- Establishing enrollment forecasting methodology
- Optimal incorporation of feasibility and subject enrollment

Once processes such as these are established, key areas can be identified for improvement. This approach has the benefit of decreasing sponsor expense by honing in on specific areas of

improvement while accelerating trial performance and efficiency.

Emerging Issues in the Conduct of Global Clinical Trials

2:45PM – 4:00PM

Join this dynamic panel as we discuss the issues associated with the conduct of clinical trials outside the US, in particular, in emerging jurisdictions. Topics include: Challenges in managing a global trial; whether and how to use CROs, risks and rewards of conducting trials in China, India, Russia and other emerging jurisdictions; recruitment, cost and time to site initiation; special challenges for virtual or smaller biotechs, including management of CMO and CROs and addressing pressures of financing sources.

Modernizing our Industry: Developing the Clinical Trials of the Future

4:15PM – 5:30PM

The average drug costs over a billion dollars to develop, and takes more than ten years to get from the bench to the patient. Without question, the costliest, most time-consuming part of drug development is the process of clinical testing, however, most clinical trials are conducted in much the same way that they have been for the last 50 years. Could the cost of conducting clinical trials be reduced? Could we speed up the time in which it takes to get a drug through clinical testing? And, is it possible to design better clinical trials so as to avoid costly late-stage failures? New technologies and approaches now make the answers to all of these questions a resounding “yes”. This panel will focus on the future of clinical trials and what is being done to modernize the process of drug development. Panelists will discuss new recruiting techniques, mobile health technologies for remote patient monitoring, innovative trial designs and industry-wide consortiums that will ultimately revolutionize the way we conduct clinical trials, reducing costs and speeding drug development.

Markets

Thursday, March 8, 2012

Reimbursement: Will They Pay? The Changing Role of Payers in a Product’s Success

10:00AM – 11:15AM

Life sciences companies have traditionally focused their marketing efforts on physicians and patients, with less of an emphasis on payers. With a growing number of innovative products coming to market at high price points, targeting physicians and patients does not spell success, especially for high priced products. Approval by the FDA is not enough for a

successful launch and sustained growth. Increasing consumerism and demands for choice in medical care have prompted payers to design benefits with high out of pocket costs for new products that act as barriers to adoption of products with uncertain value from the payers' perspective. Therefore, it is important to consider what payers value during product development and to go to market with strong evidence of clinical and economic value.

The panel will use case studies from biopharma to illustrate when comparative effectiveness and real world data need to be considered as part of product's profile. A framework will be discussed for determining which types of products and when in the life cycle comparative effectiveness, value based pricing, innovative contracting and services augment the value of a product for payers in the US.

The Biotech Product Launch: Not Necessarily Destined for Failure

11:45AM – 1:00PM

Tired of Wall Street naysayers raining on your launch parade? Cautious investors and ambitious biotechs have historically clashed on the issue of biotech commercial launches in the US and whether or not companies will meet expectations. While more than half of product launches in the past ten years have been less than favorable, several recent biotech product launches have managed to shine. Armed with recent launch tales and experience under their belt, industry veterans on this panel will offer a dynamic perspective into the logistics of a biotech launch and how it can be successful. Investors explain why they are holding on to their preconceived notions about "selling" the launch.

Flexing Commercial Muscle Beyond the US

2:45PM – 4:00PM

Commercialization trends vary from product to product, especially when launching overseas. California has seen many biopharmaceutical companies successfully commercialize new drugs, devices and diagnostics across the globe, but success at home is not indicative of success abroad. How can a small company build an overseas commercial business and what factors impact the decision to go it alone? With lower regulatory hurdles ex-US, will companies continue to favor ex-US partnering or flex their own commercial muscle in foreign territories? Top executives that have recently lived through these decisions will share experiences from their product launches, lessons learned, and their current strategy for global commercialization.

Drug Discovery

Friday, March 9, 2012

The Nine Components of Success in the New World of Life Sciences R&D

9:45AM - 11:00AM

Ten key trends are driving significant changes in the R&D model in Life Sciences and pharmaceutical and biotech companies will need to adapt. This presentation articulate the vision of the way that R&D will need to change in the future world and the nine components that will drive success based on external research that was conducted with several leading pharmaceutical and biotech clients. This vision for the future R&D operating model is relevant to both large pharmaceutical companies, trying to drive out costs while significantly improving product innovation and also biotech companies, seeking to scale up faster and more economically while also linking into the broader innovation ecosystem.

Now for Something Completely Different: How will Pharma Access External Early-Stage Innovation?

11:30AM - 12:45PM

The number of NMEs (new molecular entities) approved each year by the FDA is insufficient to maintain a robust pharmaceutical industry; the number of big pharma and large biotechs is shrinking via mergers and attrition and the pressure to rapidly advance late stage projects through the pipeline is intense. Pharma has responded to these conditions by shifting resources to later stage projects at the expense of funding higher risk, early-stage programs. In this environment, how and by whom will early-stage innovation be funded? And, without early-stage innovation, what will happen to the drug pipeline in the next 5 to 15 years? In order to address these issues, pharma is turning more toward the external world and making a significant investment (time, resources and money) in academic and early stage biotechs. But, how is this best done? Past industry-academic relationships have not been generally successful, so how will future pharma forays into the academic and biotech space be conducted? This panel will discuss how their respective organizations are leveraging external sources to their advantage. The panelists represent four of the largest pharmaceutical companies- Merck, Pfizer, Sanofi and Johnson & Johnson and they will discuss how they are differentiating themselves from their competitors; the merits of their approaches; and perhaps look into the future to predict what pharma will look like in 2017 and 2022.

New Drug Discovery Tools and Technologies and How They Affect R&D

2:30PM - 3:45PM

To survive as an industry we have to do a better job at discovering, validating and demonstrating the benefit of novel drugs. Traditional therapeutic hunting methods are improving and new genomics based strategies are emerging with the potential to revolutionize the process of drug discovery. This session will focus on the current state of affairs of drug discovery, what we have learned as an industry about what works and what doesn't, and how new technologies will impact drug discovery productivity. Companies realize patients are individuals, and not populations; the decoding of the human genome in conjunction with the newest advances in next-generation sequencing technology is opening the door to therapeutic target identification and patient specific treatment strategies we never had access to before. A plethora of novel drug discovery platform technology, chemistry and biologics companies are forging ahead into new space. In this session luminary speakers from the pharmaceutical, biotech, investment and academic sectors, who are pushing the boundaries of current science and technology to find the right drug for the right patient at the right dose and right time, will discuss the future of drug discovery.

Regulatory

Friday, March 9, 2012

Regulatory Risk: How Do We Manage?

9:45AM - 11:00AM

Uncertainty in the regulatory approval process continues to drive more investors out of the life science sector. How do successful companies manage their regulatory risk?

This "lessons learned" session will discuss recently successful, delayed and failed regulatory approvals, what regulatory issues companies were able or unable to anticipate and provide guidance to the companies that follow in their steps.

Coverage and Reimbursement Risks: The Influence of Deficit Reduction and Other Pressures

11:30AM - 12:45PM

The panel of legal, government relations, and industry experts will decipher the deficit-reduction measure proposals that may be implemented and will have a profound impact on the Life Science community, in both the near term and the longer term. The discussion will highlight legal, government relations, and business risk for Life Science companies to

consider as health care reform implementation continues, and coverage and reimbursement is increasingly threatened. The panelists have significant experience coordinating patient and disease groups and providers and other stakeholders to lay the groundwork for success in securing appropriate coverage and adequate reimbursement. The panel will cover the following questions, among others:

- What coverage and reimbursement changes are Congress, the Administration, and others considering right now and which ones are the most likely to be implemented?
- How will election year politics at both the federal and state levels affect coverage and reimbursement issues?What impact may deficit-reduction have on biosimilars?
- How will orphan drug development programs be impacted by these developments? Will they receive any special protections?
- How will the issues regarding drug shortage affect the potential for coverage and reimbursement cuts?

Diagnosing a Changing Landscape

2:30PM - 3:45PM

In a time when advanced technologies and the proliferation of new genomic information are transforming healthcare, diagnostics companies are compelled to develop the next big thing that will enhance how we predict, diagnose and treat disease. Currently, our ability to develop companion diagnostics and cheaper and faster genetic sequencing tools for clinical use surpasses the guidelines that stand to regulate them. But governing bodies may shake things up with proposed changes that could rewrite the playbook for lab-developed and direct-to-consumer tests and modify reimbursement procedures that could dramatically alter the commercial diagnostics landscape. This has left diagnostics companies, as well as labs, without clear guidance as they build their pipelines and expand their test menus. In addition, the uncertainty has sent investors to the bench, unwilling to play and subsequently restraining innovation.

Featured on this panel are industry decision makers with extensive regulatory experience who will discuss how they navigate the U.S. regulatory pathway for in vitro diagnostics and anticipate the possible changes ahead. Rich takeaways will be gleaned from insights on the introduction of novel cardiometabolic risk assessment and monitoring tests; recent negotiations with FDA to secure clearance for critical infectious disease molecular diagnostics; and a case study on partnering with pharma to develop companion diagnostics.

Patients

Friday, March 9, 2012

Taking Matters into Their Own Hands: The Role of Patients in Drug Development

9:45AM - 11:00AM

In major world markets, patients have emerged as a significant power in drug development, approval, reimbursement and communication. Patient organizations are playing a critical role in many cases, from co-creation of innovative therapies and delivery systems, to faster approval and wider reimbursement.

For biopharma companies, a successful business model now relies on involving patients and advocacy groups in each stage of development: joint drug development and testing (injectable biologics such as Novo Nordisk's insulin reached global success due in part to patient-friendly pens); collaboration in speeding approval from regulators, such as the role of patient groups in the fast approval of Novartis's leukemia drug, Gleevec; understanding of patients' experience of disease, such as Sanofi Genzyme's close links with families of patients with Gaucher disease and other orphan diseases.

This panel representing innovating biopharma companies, leading foundations/advocacy groups and key industry experts will explore the role that disease foundations and patient advocacy groups can and should play and discuss current best practices in successful company-patient collaborations throughout the value chain.

Patient Access to Developmental Drugs

11:30AM - 12:45PM

This session explores proposed regulatory innovation in the area of life-threatening diseases that have unmet medical need. Since the 1962 tightening of evidentiary standards for safety and efficacy, FDA has struggled to balance benefit and risk in a way that adds value to patients' lives. Our one size fits all approach to drug approval has not allowed individuals to express their own preferences for risk versus potential health improvement, especially in deadly diseases for which no effective treatments have been approved and the only chance at survival may lie with new investigational drugs.

The panel session considers the effectiveness of PDUFA's Accelerated Approval provisions and whether they have produced a net benefit to terminally-ill patients over the last 20 years. In the last 10 years, several initiatives for more meaningful progressive regulatory approval

have been argued in Congress and in the Judiciary, including parallel-track and class-level authorization. We will examine these initiatives and discuss new draft legislation proposed by BIO and by Senator Kay Hagen (D-NC). The implications are not just human lives, but also dramatic reduction in regulatory risk for companies considering development in deadly unsolved diseases.

Social Media and Life Sciences: Hearing a Patient's Voice

2:30PM - 3:45PM

700 million of anything is hard to ignore. The exponential growth of social media, with nearly 700 million Facebook users, is well documented with increasing numbers of life sciences companies looking at ways to interact with healthcare providers, patients and consumers through social media. The key question, however, is how do you connect the right people with the right message at the right time?

During this panel discussion you will hear about latest social media developments and trends, limitations and major pitfalls. Learn about key innovators and what experiences might be relevant for your company.

Business Models

Friday, March 9, 2012

Life Sciences Innovation: a Fundable Future or Financial Flop?

9:45AM - 11:00AM

We've seen a flurry of venture activity in the past for life sciences companies betting that they can take their concept through the arduous FDA process to market — and ultimately to financial success — for both them and their investors. But if history is any indicator, most organizations will die trying. This begs the question: Is funding innovation in the life sciences industry truly a viable strategy for private equity and venture capital firms, or is it all a house of cards? Join us for this spirited and insightful debate by veteran venture capitalists who will offer their perspective on this topic. It's sure to be lively and engaging!

Blueprint for Success: Which Biotech Business Model Works Best for You?

11:30AM - 12:45PM

There are as many different ways to build a biotech company as there are ways to skin a cat, but how do you know which approach is best for your company and your management style? Are you the type that thinks the virtual model is so virtually foolproof that anyone could run a

virtual biotech? Do you have the "go big or go home" mentality needed to build a real brick-and-mortar biotech that can handle all aspects of R&D in-house? Do you want the flexibility that the incubator model affords, allowing you to maintain control of conducting R&D in-house, without the headache of setting up the infrastructure? This panel of industry veterans will share their insights into the relative pros and cons of different biotech business models and what leadership qualities and personality characteristics are needed to be successful at each. This lively and informative discussion will help guide those new to the industry as well as those who have plenty of experience, but are looking to experiment with doing things a different way.

Biotech Then and Now: What Does Biotech Look Like 10 Years From Now?

2:30PM - 3:45PM

Reflecting on the recently released California Biomedical Industry Report, this session takes the pulse of the top biomedical executives in the world on topics ranging from financing and access to capital to regulation and the overall business climate. These key opinion leaders who have successfully led corporations through financings, IPOs, clinical trials and product approvals will discuss current trends and implications for the industry and biomedical innovation in the state of California for the next decade. Will biotech remain a stand-alone industry or become a subset of pharma? Will biotechs continue to team up with generic manufacturers to create generic biologics? Will the big developments in primary areas of biotechnology investing including regenerative medicine, neurological disorders, vaccines and infectious diseases, continue their upward trends?

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