

Spring 2009 – Course Syllabus

FROM IDEA TO IPO: THE TECHNOLOGY VENTURE COURSE

Course Time: 6:00 - 8:00PM

Course Dates: Jan20-Apr7 (meets every Tuesday)

Location: NYAS, 7WTC, 250 Greenwich St. 40th Fl, New York, NY

Module 1: Intellectual Property

January 20th **Class 1: Intellectual Property and protection of ideas (part 1)**
Guest Presenter: Darby & Darby, LLP

January 27th **Class 2: Intellectual Property and protection of ideas (part 2)**
Guest Presenter: Darby & Darby, LLP
Case File: Cadence vs. Avant! (case file #E61A and E61B)
Reading 1: A note on intellectual property (case file #9-801-192)

Module 2: Enterprise Potential

February 3 **Class 3: Introduction to Technology Transfer**
Guest Presenter: Mr. Andrew Koopman, Office of Tech Transfer, New York University
Case Files: Four products (case #9502045)

February 10 **Class 4: Market/Scientific Due Diligence**
Presenter: Managing Partner, 21ventures
Guest Presenter: Mr. Sheley Friedman, Esq.; 21ventures
Case File: Nanogen (case file #9302004)

Module 3: Enterprise Organization

February 17 **Class 5: Employee Incentives and Non-competes**
Guest Presenter: Dr. Michael Jacino, CEO, BioNanomatrix
Case File: Perlegen (case file #402026)

February 24 **Class 6: Corporate Structure: taxes and governance**
Guest Presenter: Mr. Hugh Cullman, Venture Capitalist
Case File: Surface Logics (case file 802050)

Module 4: Enterprise Finance

March 3 **Class 7: Structuring the Business Plan**
Guest Presenter: Ms. Maria Gotsch, Executive Director, NY Investment Fund
Case File: Stanford Office of Technology Licensing (case file 9601162)
Reading: A note on business planning *

March 10 **Class 8: The Venture Capital Fund**
Presenter Mr. David Anthony, Managing Partner, 21ventures
Case File: Aspectus term sheet *
Reading: Private equity glossary *
Reading: A note on venture capital (case file #E95)
Reading: A note on Angel Investing *

March 17 **Class 9: Term Sheets and Valuation**
Guest Presenter: Dr. Erik Schweibert, CEO Discovery BioMEd, LLC
Case File: Spiffy Term (case file #9201050 and 9201051)
Reading: Note on Deal Structure*
Reading: Note on VC valuation (case file #9805019)

Module 5: Technology Marketing

March 24 **Class 10: New Product Introduction**
Guest Presenter: Mr. Dan DiClemente, CEO, TBT, Inc.
Case File: Genzyme (case file #9602147)
Reading: New Product Development Imperative (case file #9699152)

March 31 **Class 11: Initial Public Offerings**
Guest Presenter: Ms. Kerry Dukes, Managing Partner, Ardor Capital
Case File: Tivo (case file #9501038)
Reading: Disruptive Technologies (case file #95103)

Module 6: Enterprise Exit

April 7 **Class 12: Scientist as CEO**
Guest Presenter: Ms. Tracey Warren, Partner, Batelle Ventures
Case File: NetFlix (case file #E155)
Reading: A Note on the IPO Process (case file #9200018)

About the Course Material:

All materials in this course packet CANNOT be duplicated. NYAS has paid for only one copyright per course packet.

Case file numbers represent the file that from Harvard Business School Press, www.hbsp.harvard.edu . Case files will be provided to participants.

Files that are underlined and have a * will be available for free download from the course webpage.

Course Participation

All participants will be required to participate in one team to present one case file per team.

All participants will be expected to contribute to class discussions.

Please email rtillman@nyas.org a copy of your team presentation to be placed on the course website.

Certificate of Completion

Certificates will be awarded to those individuals who attend 80% of the class.

Attendance will be taken each week, it is your responsibility to ensure that you have signed the attendance sheet.

Course Communications

The course organizer will send periodic emails regarding materials or announcements. Please ensure that the best email address for you is on file.

Course Organizer

Bob Tillman

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