

From the Grambling State University Office of Sponsored Programs



LSU Health Sciences Center-Shreveport is hosting a ***Science-based Entrepreneurism Seminar Series*** targeting aspiring entrepreneurs who have business ideas related to science. The Seminar Series is free to the public and will be held from noon to 1 p.m. on specific Thursdays at *Margaret Place Properties Community Center* (former Christus Schumpert Hospital that was located at 915 Margaret Place in Shreveport). If you plan to attend a seminar you must register online at <http://bit.ly/businessofscience>. A complimentary lunch will be offered to the first 50 registrants at each session. Listed below are the featured seminars.

- **September 14: Introduction to Bioentrepreneurism** – John Chidlow, Ph.D., and Kevin Pavlick with Innolyzer and Gregory Kallenberg with Prize Foundation will discuss startups in general and science-based startups and how to formulate a business concept, build a team, create a competent business strategy, along with helpful organizations to aid in success.
- **September 21: Forming IP in the Laboratory** – Speakers Nick Goeders, Ph.D., Chair and Professor of Pharmacology, Toxicology & Neuroscience at LSU Health, and Chris Kevil, Ph.D., Vice Chancellor of Research at LSU Health Shreveport, will review issues of Intellectual Property (IP) creation, namely creating IP with an eye toward commercialization and monetization of the asset. Issues of protectable ideas, confidentiality, the timeline and process of IP protection, and pitfalls to avoid to maintain value in IP.
- **September 28: Licensing IP for Commercialization** – Charles Holoubek, J.D., patent attorney with Davis & Bujold, and Annella Nelson, Assistant Vice Chancellor for Research Development at LSU Health, will cover analyzing commercial viability and strength of IP and the process of licensing IP.
- **October 5: Market Analysis** – Judy Williams, President of Williams Creative Group, and Ron Ondechek, Managing Director of South Highland Ventures, will discuss market issues, with key analysis to include market presence, barriers to entry, market sustainable price points, vertical or horizontal market, and larger marketing strategies.

- **October 12: Financial Analysis** –Elizabeth Killough and Chris Solomon with Heard, McElroy & Vestal will explore financial issues startups face, including budgeting, preparing a term sheet, cap table management, accounting issues and pitfalls, and making payroll.
- **October 19: Legal Preparation** –Wendy Horton of Langley, Parks, Horton & Maxwell, LLC and Rich Lamb of Wiener, Weiss & Madison will delve into legal issues with making the startup a real legal entity. Topics include what structure that company might be, formulating an operating agreement, and preparing a Private Placement Memorandum (PPM).
- **October 26: The Business Plan** – Speakers James Cardelli, Ph.D., of Segue Therapeutics, LLC and LSU-Shreveport’s Michael Meeks, Ph.D., will apply information covered in the previous sessions to discuss how to develop a business plan and how to use it as a guide for the business, including items outside parties will want to see in a business plan, alternatives to traditional business plans, and when to make revisions.
- **November 2: Raising Capital** – Dave Smith, Executive Director of the Entrepreneurial Accelerator Program, and Ross Barrett with Big Ventures Management, LLC will cover how to fund the new startup, including rounds of funding, different funding sources and advantages and disadvantages of each, including Friends and Family, Angel Investors, Venture Capital Investors, Private Equity, and Grants.
- **November 9: Launching Operations** – Pavlick of Innolyzer and Wayne Nix of RNvention will share insights on the operations side of the science startup, including what goes into creating a prototype, SRAs, and issues with selecting and securing Manufacturers.
- **November 30: Wrap-up Panel Discussion** – a selection of experts will discuss a round of topics relating to starting and succeeding in a science-based startup, with Innolyzer’s John Chidlow, Ph.D., moderating.