CONFERENCE AGENDA

MONDAY, NOVEMBER 6
9:00am – 4:30pm

Seminar: Designing Value Propositions for Bioscience Enterprises
One of the most important steps in problem solving as an entrepreneur is to truly understand the needs of your customers. But as a researcher, where do you start to uncover who your customer is and what they need? This session will explore the critical process of customer discovery and how to understand the true value your technology provides before you begin the commercialization process.

The Digital Transformation: Empowerment, Efficiency, and Frustration in Healthcare
From telemedicine to apps to electronic health records and beyond, the digital medicine transition offers both endless possibilities for transforming health and extensive sources of frustration. This panel discussion will examine hospital, provider, patient, and other stakeholder needs to demonstrate how new technologies can have a useful, sustained impact on care in our current system.

Seminar: Trade Secret Protection
Protecting your intellectual property is essential to successful commercialization. From patents to trademarks to trade secrets, these assets boost the value of your startup and help reduce the perceived risks of an untested early-stage company. This seminar will provide an in-depth analysis of options to safeguard proprietary information from the perspective of an experienced federal law enforcement officer.

Networking Lunch

Creating Change and Innovating Within Large Institutions
While small businesses are known for their ability to be agile and foster innovation, larger organizations like academic institutions play a major role in fostering new ideas. Startups are just one way to move new ideas out of labs, and this session will examine how to approach innovation within a large organization, including pathways to finding and solving problems within a bureaucratic system.
Finding Early-Stage Funding in Your Region

Angel investors offer a key source of funding that can fill the gap between grants and venture capital for life science innovations. These are affluent individuals or groups who support emerging businesses in their region to foster economic growth and benefit from future returns. This panel will discuss what angel investors look for and what kinds of deals they offer to new companies.

Keynote: Michelle Hatwood
Curator, Audubon Species Survival Center

“Many Hooves, One Herd: Breeding Relationships for a Common Goal”

Today, accredited zoos, aquariums, conservationists and researchers recognize the need to herd together to save species with declining populations and disappearing habitats. Audubon Nature Institute has a long history of collaborating with the Association of Zoos and Aquariums, federal conservation programs and local wildlife entities to save the world’s wildlife, but the resources we need to save our natural world are now greater than ever. Audubon Nature Institute is taking an innovative leap in animal population management to ensure the species we have today are the species we will continue to have in the future.

TUESDAY, NOVEMBER 7
9:00am – 6:00pm

Understanding Regulatory Issues Beyond U.S. Markets

Regulatory challenges shape the life sciences industry, and innovators need to understand the regulatory pathways they face before and during the commercialization process. This panel of expert speakers will provide an overview on how to work with and understand what domestic and international regulators are looking for as they analyze new innovations.

Finding Industry Partners to Advance Technology Development

Life science industry firms can be essential partners in the commercialization process, whether they add value through funding, expertise, research tools, or networks. This session will explore how these actors can support technology development at startups and universities, as well as identify their needs and interests when forming external collaborations.

Seminar: How to Develop a Competitive SBIR/STTR Commercialization Plan

Federal funding is a critical source of support for early-stage technology development across many industries, particularly in the life sciences. This session will focus on developing successful SBIR/STTR grant applications, including an overview of what reviewers look for and an in-depth analysis of what it takes to build a winning commercialization plan.
Networking Lunch

Closing Your First Sale: Voices of Experience from the Healthcare Industry
To successfully translate new discoveries into clinical tools and treatments, startups need to understand how the healthcare industry adopts new technologies. Learn how experienced medical sales executives navigate this process and how they have learned the needs of and pressures that physicians and providers face to ease the implementation of new medical technologies.

Beyond Funding: How Venture Capital Investors Add Value to Startups
When advancing a new technology, you will eventually need to secure significant capital and additional partners to hire new staff, complete validation and regulatory testing, and go to market. Venture capital investments offer both funding and expertise to advance your company. Investors on this panel will discuss what they look for when investing, how to approach them, and the pressures they face from their own funders.

Keynote: Robert Wallace
STEM Education Coordinator, The National World War II Museum
“Sulfa and Penicillin: The Powerful Cures”
Sulfa powder and penicillin were both developed as pharmaceuticals around WWII. The two drugs had very different development pathways. Together they revolutionized medicine. Yet less than 100 years later antibiotic resistance is threatening to cause another crisis. What lessons can we take from the development of sulfa and penicillin to help us meet this challenge? What generalizations can be made about biomedical research in general?

Join us in the atrium and courtyard after this keynote address for our closing networking mixer and vendor showcase!

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