



Journal of **COMMERCIAL BIOTECHNOLOGY**

APRIL 2012

VOLUME 18 | NUMBER 2

ISSN: 1462-8732 / eISSN 1478-565X
WWW.COMMERCIALBIOTECHNOLOGY.COM

Special Issue:

Entrepreneurship Boot Camp

Journal of COMMERCIAL BIOTECHNOLOGY

VOLUME 18

NUMBER 2

APRIL 2012

Contents

The Biotechnology Entrepreneurship Boot Camp: From lectern to printing press <i>Stephen M. Sammut, Arthur A. Boni</i>	3
New paradigms in drug R&D: A personal perspective <i>David C U'Prichard</i>	5
Project, product or company <i>Arthur A. Boni</i>	13
The basics of coverage, coding, and reimbursement for new medical devices and diagnostics: If you build it, will they buy it? <i>Robert Wanerman</i>	19
Transition from the lab to the clinic — Regulatory considerations <i>James G. Kenimer, Jim Ackland</i>	24
Building teams in entrepreneurial companies <i>Arthur A. Boni, Laurie Weingart</i>	31
The pitch and business plan for investors and partners <i>Arthur A. Boni</i>	38
Strategic engagement of the science-business media <i>Moirra Gunn</i>	43
Achieving optimal financial and strategic transaction outcomes for small to mid-sized privately funded start-ups <i>Benjamin P Chen, Christa Nicholas</i>	55
Partnering with the NIH: Now part of the "Value Proposition" for start-ups <i>Steven M. Ferguson</i>	60
Licensing, partnering, strategic alliances and university relationships <i>Wesley D. Blakeslee</i>	68
What every biotechnology entrepreneur needs to know about VC due diligence <i>Stephen M. Sammut</i>	72

Continued ...

While every effort is made to see that no inaccurate data, opinion or statement appears in this journal, the Publishers and the Editors wish to make it clear that the data and opinions appearing in the articles and advertisements herein are the responsibility of the contributor(s) or advertiser(s) concerned. Accordingly, the Publishers, the Editors and their respective employees, officers and agents accept no liability whatsoever for the consequences of such inaccurate or misleading data, opinion or statement.

