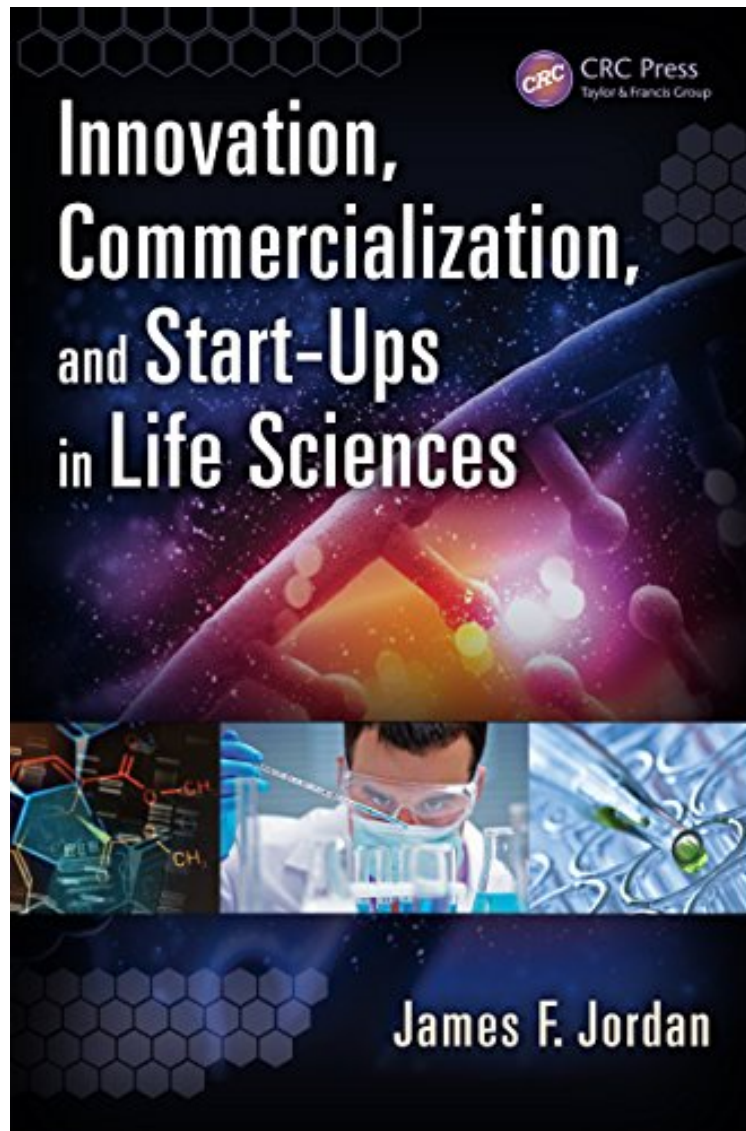


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Innovation, Commercialization, and Start-Ups in Life Sciences

James F. Jordan

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James F. Jordan : Innovation, Commercialization, and Start-Ups in Life Sciences before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation, Commercialization, and Start-Ups in Life Sciences:

0 of 0 people found the following review helpful. The Must Read Hand Book for any Budding Entrepreneur By John J Dienna Innovation, Commercialization, and Start-Ups in Life Sciences is a must have text for any budding entrepreneur in the Life Sciences. This book is able to break down a quite difficult process into a more simpler one. Even veteran entrepreneurs can use this book as an easy to follow reference to tackle their next project. This text is

broken into four different sections that flow naturally from one to another. The first section deal with Innovation. This section discusses the journey of innovation, translational research, the product-life cycle curve, and early available funding/investment. The second section is focused on financing a young start-up company. This section has chapters on Angel and Venture capitalists, creating liquidity for investors, and how to perform due diligence / what investors will look at when choosing to invest in a company. The third section focuses on Industry norms. In this section, the text discusses on how to find the industry norms and align the start-ups brand with these norms. In order for a start-up company to be successful, this company needs to not only solve an important customer problem, be able to access the sales channel, create an IP pyramid, and determine potential acquirers purchase triggers. The final section deals with the start-ups story. By telling a compelling story a start up company is able to find investors and become one of the few companies that will not fail. This book is a must read for everyone interested in the innovation and commercialization of start-ups in the life sciences!

1 of 1 people found the following review helpful. Readers will not be disappointed!

By Mark Peters Jim Jordan has authored an impressively refreshing, succinct, content rich, and highly unique book! It is a must read for a broad range of constituents hellip; including budding and experienced entrepreneurs, professors, students, and business leaders involved in strategic MA, private equity, and governmental healthcare sectors. Mr. Jordan's creative approach identifies critical pathways, unique considerations, pitfalls, and new ideas to successfully deliver innovative medical technologies to market. The book discloses many ideas that can only be founded in deep experiences, thoughtful analysis, keen observations, and a strategic mind. Readers will not be disappointed!

0 of 0 people found the following review helpful. Interested in a Life Science Start-Up? If so, you have to read this book!

By Customer A fantastic approach for any entrepreneur seriously thinking about succeeding in developing a medical devices/life sciences start-up. Jim Jordan's method of moving from innovation to financing to industry norms and finally to start-up stories is a great read for anyone interested in getting involved in a life science or med device start-up. These sections allow brilliantly a playbook to help one succeed in this realm. He gives precise examples and important links to real-world practice. I highly recommend reading this book that succinctly integrates practical, real world experience with important research to prepare you for your entrepreneurial journey into the life sciences.

Innovation is the translation of a new method, idea, or product into reality and profit. It is a process of connected steps that accumulates into your brand or reputation. However, there can be many pitfalls and wrong turns on the road to realizing this goal. Innovation, Commercialization, and Start-Ups in Life Sciences details the methodologies necessary to create a successful life sciences start-up from initiation to exit. You will gain an appreciation for the necessary data, partnership, and skills to be acquired and the constituencies that must be satisfied along the way. The book examines how life sciences start-ups can create an exit for their investors by recognizing that a liquidity event is not consummated without due diligence. Due diligence is bigger than validating accounting transactions. It ensures the company is solving an important customer problem, demonstrating sales access, and making sure that intellectual property is impervious to competitive advancement. The due diligence process supports the telling of a compelling story to customers, investors, regulators, and acquirers. Written by an expert who has worked with more than 200 life sciences start-ups during the past decade, the book discusses specific processes and investor milestones that must be navigated to align customer, funder, and acquirer needs. It examines these processes from the perspective of marketing value through a focus on the needs of individual constituentsmdash;investors, regulators, customers, and exit candidates. The book presents data and analytical processes articulating the fundable milestones for angel and venture capital. It gives you the tools needed to create branding for public investors and more.

"So how do you get more new innovative technology to market? Well, you take risks for sure, but you have to have a process for churning the evolution of technology and turning concepts in the minds of researchers and entrepreneurs into commercialized products in the market. The contents of this book will not only do that for the reader, but the book will also show the pitfalls to avoid along the way. Not every good idea is able to get to market. hellip; And what causes innovators to fail? The answers to these and other important questions are addressed in the book."

From the Foreword by John W. Manzetti, President and CEO, Pittsburgh Life Sciences Greenhouse, Founder, Managing Director, PLSG Accelerator Fund "This book, and the approach the author describes in it, is based in extensive real-life experience. The author gives the reader the theory behind innovation and commercialization, but then adds the application details only an experienced professional can deliver. ... I like the fact that the book is driven from the perspective of the investor versus the technologist or policy analyst. ... I think the author has written a very useful guide that is clear and compelling."

William Donaldson, Christopher Newport University, Newport News, Virginia, USA About the Author Jim Jordan, a Distinguished Service Professor of Healthcare Biotechnology Management and Senior Director of Healthcare and Biotechnology Programs at Carnegie Mellon University's Heinz College, serves as the Chief Investment Officer of the Pittsburgh Life Sciences Greenhouse, a public-private economic and venture fund owned by Carnegie Mellon University and the University of Pittsburgh. As an accomplished Fortune 20-level executive with companies such as Boston Scientific, Johnson Johnson and

McKesson, Jim has leveraged his experience in several startup ventures and is active on multiple Boards of Directors. Through the Pittsburgh Life Sciences Greenhouse, he has applied his 25 years of experience in industry, consulting and academia to work with over 400 life science startup companies, with direct investment in 75 of them.