



Commercialization: Entrepreneurial Perspective
Innovation @ UMB Seminar Series

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UMB EIR / Site Miner, Therapeutics & Diagnostics

For Start-ups Only?!?



Any New Venture

Product & Business Development

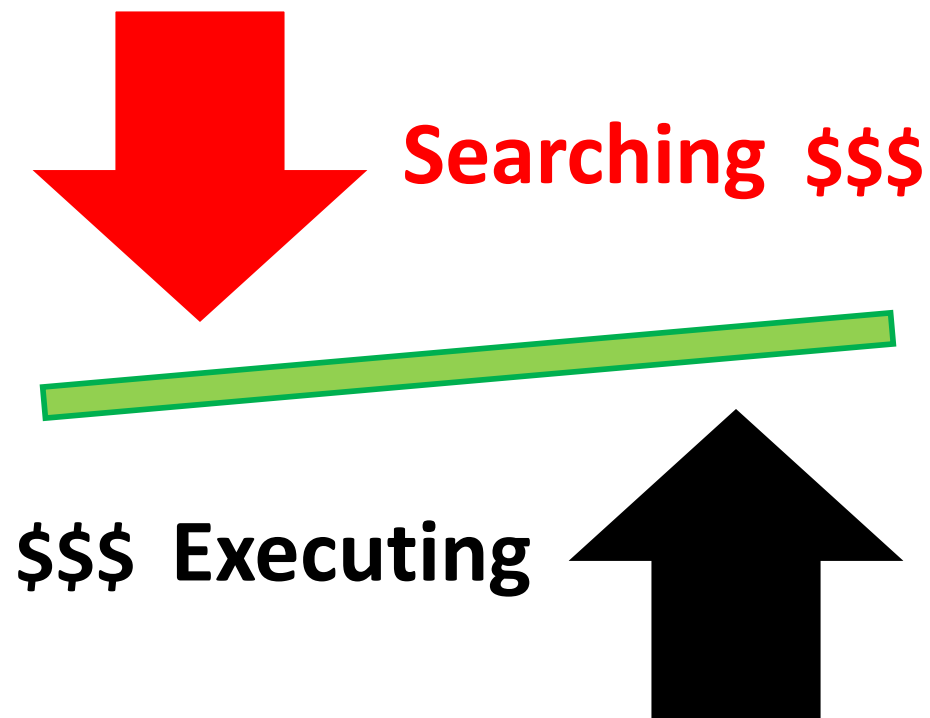


Entrepreneurship

- Different than traditional business planning
- Key approaches for commercial success



Start-up vs Mature Business: Business Model?!?



Business Type: Risk Assessment



Biotech: Product Innovation & Expertise?!?



Discovery

Translational

Development



Company Building: Who, What & Why...?!?

- **Who**

- ...are you?
- ...is your company?

- **What**

- ...business are you in?
- ...are you developing and/or commercializing?
- ...is your “product innovation”

- **Why**

- ...would anyone care, use or buy your product?
- ...should I be interested in working with you or investing?
- ...will you be successful?



Prof. Blank – Founder of Lean Launch Pad

NSF I-Corps Entrepreneurial Program

“What’s the big idea?”



Prof. Steve Blank
<https://steveblank.com/>



“This Technology Will Make Millions” - NO!



Customer Benefits: “Product - Market Fit”

What problem are you uniquely solving and for whom?



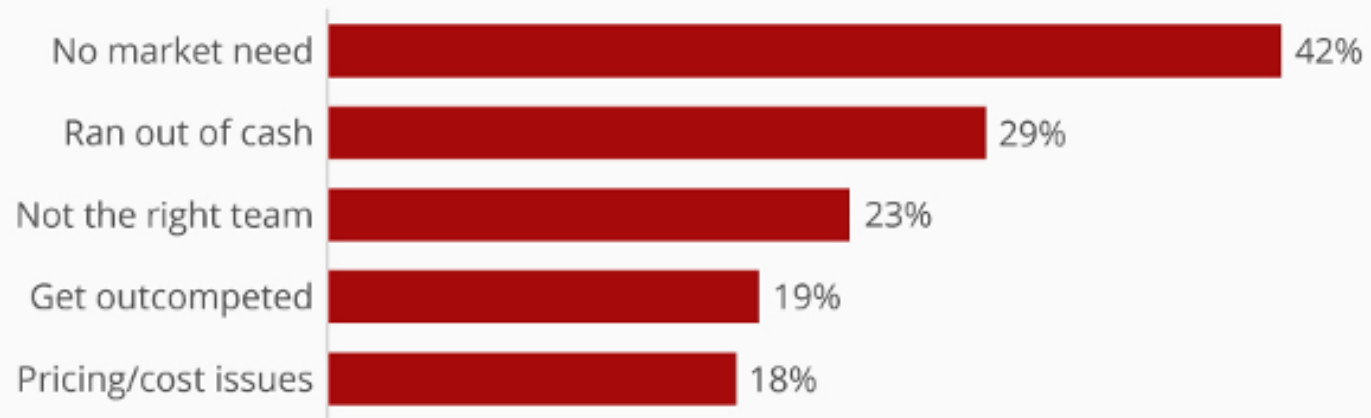
How big of a problem and market opportunity?



Most Start-ups Fail for Market Reasons

The Top Reasons Startups Fail

Most frequently cited reasons for startup failure*

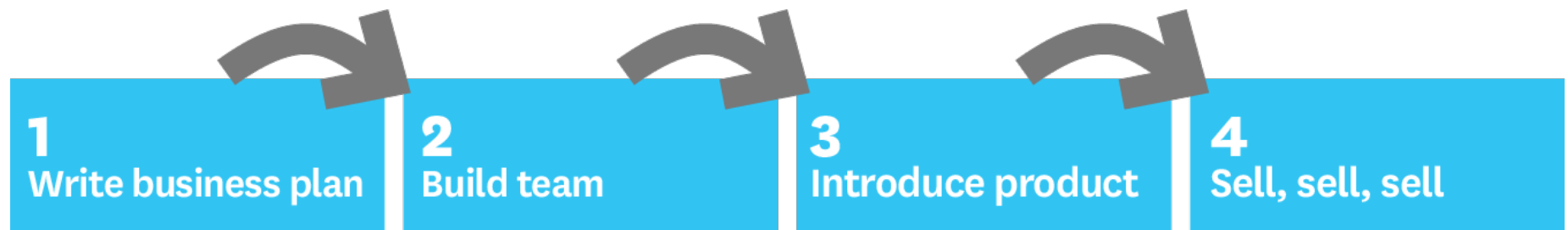


Why “Product - Market Fit” is so important!



The Old Way to Start a Business

Simply, execute your business model!



1

“Field of Dreams”

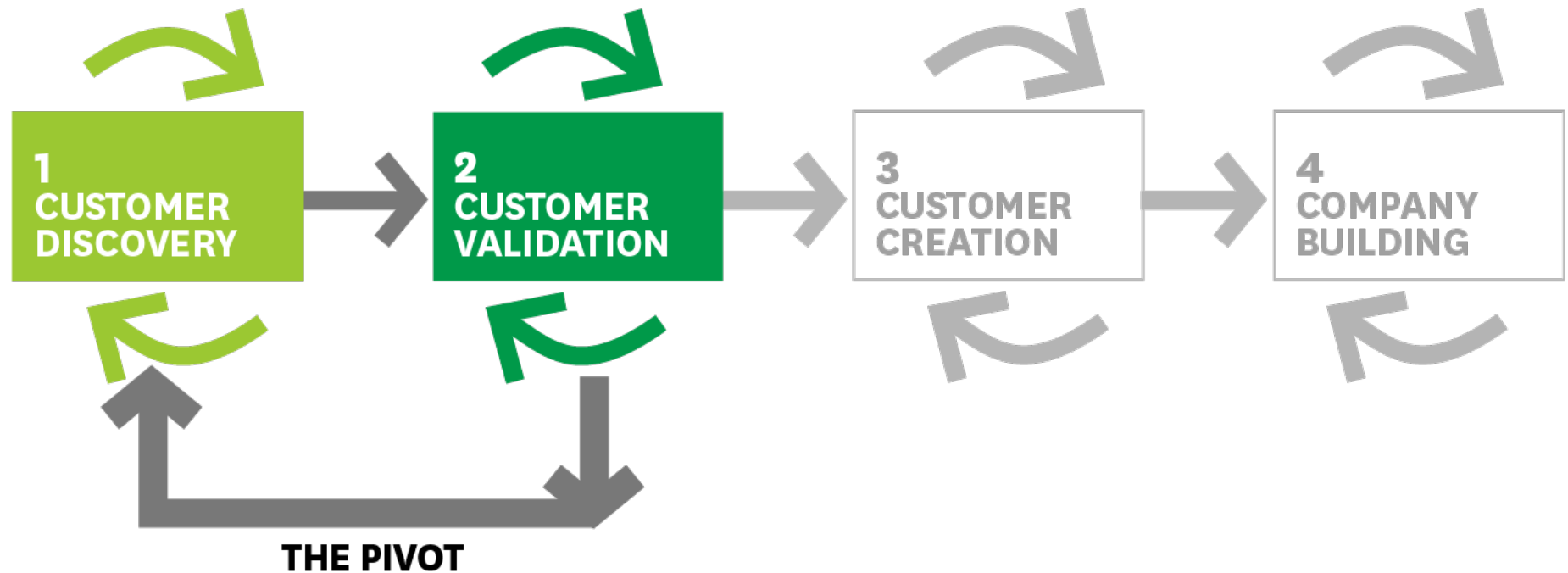
If you JUST build it, they will NOT come!



The New Way to Start a Business

First, find the right business model!

Customer Interviews!!!



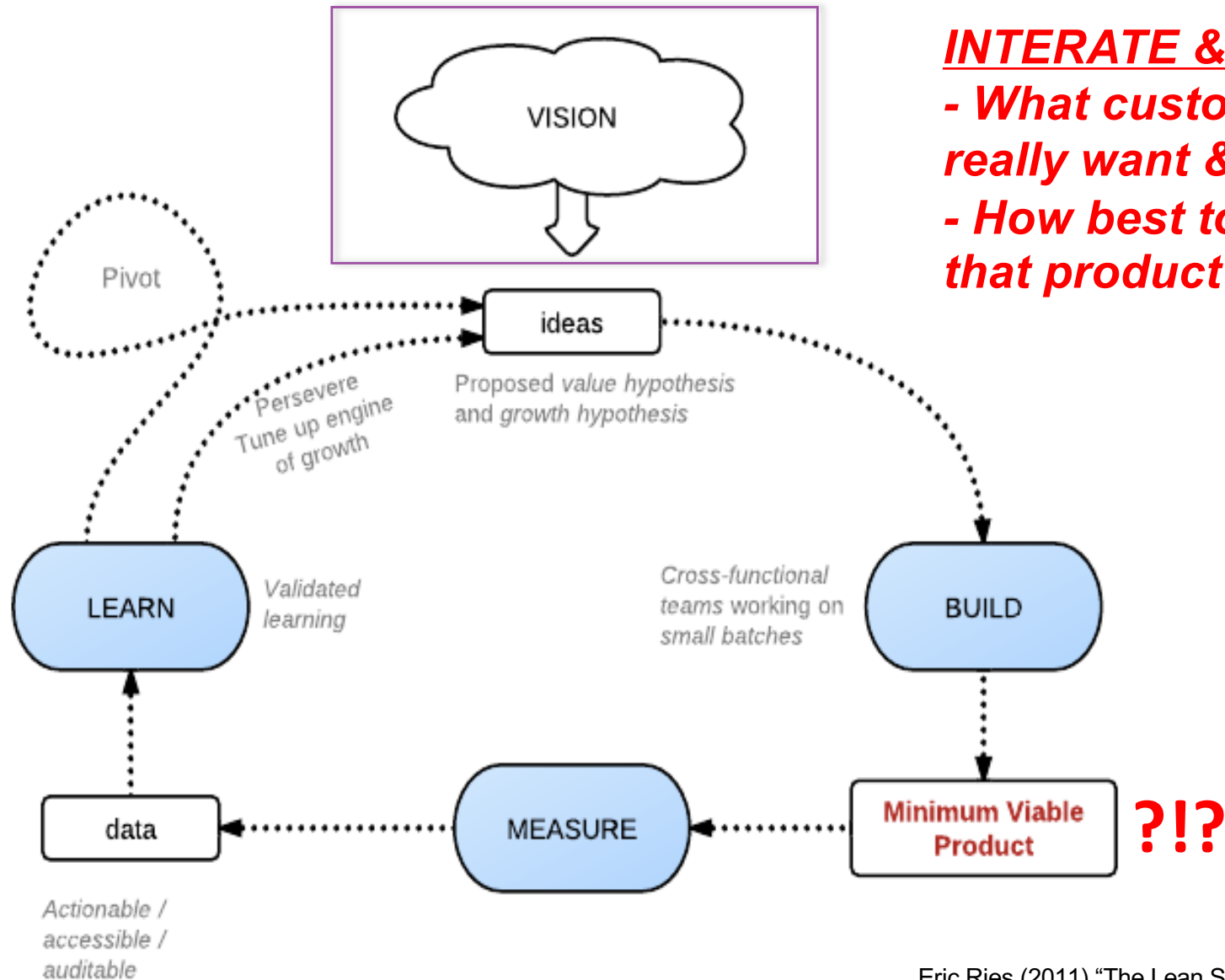
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Lean Launch Pad



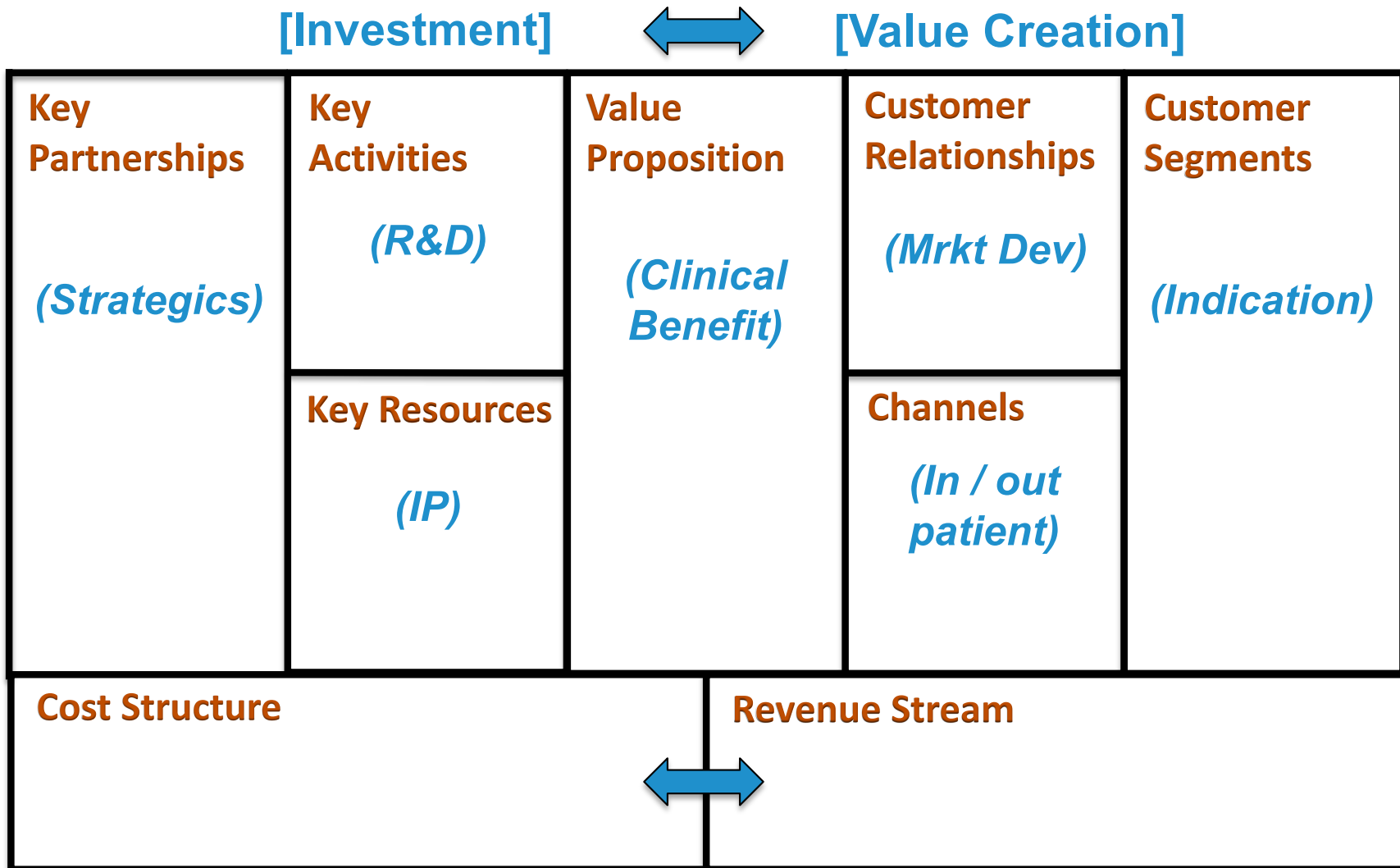
The Lean Startup Model

Finding the “Product - Market Fit”



Business Model Canvas: Big Idea Testing!

Start with “Product - Market Fit” and add...

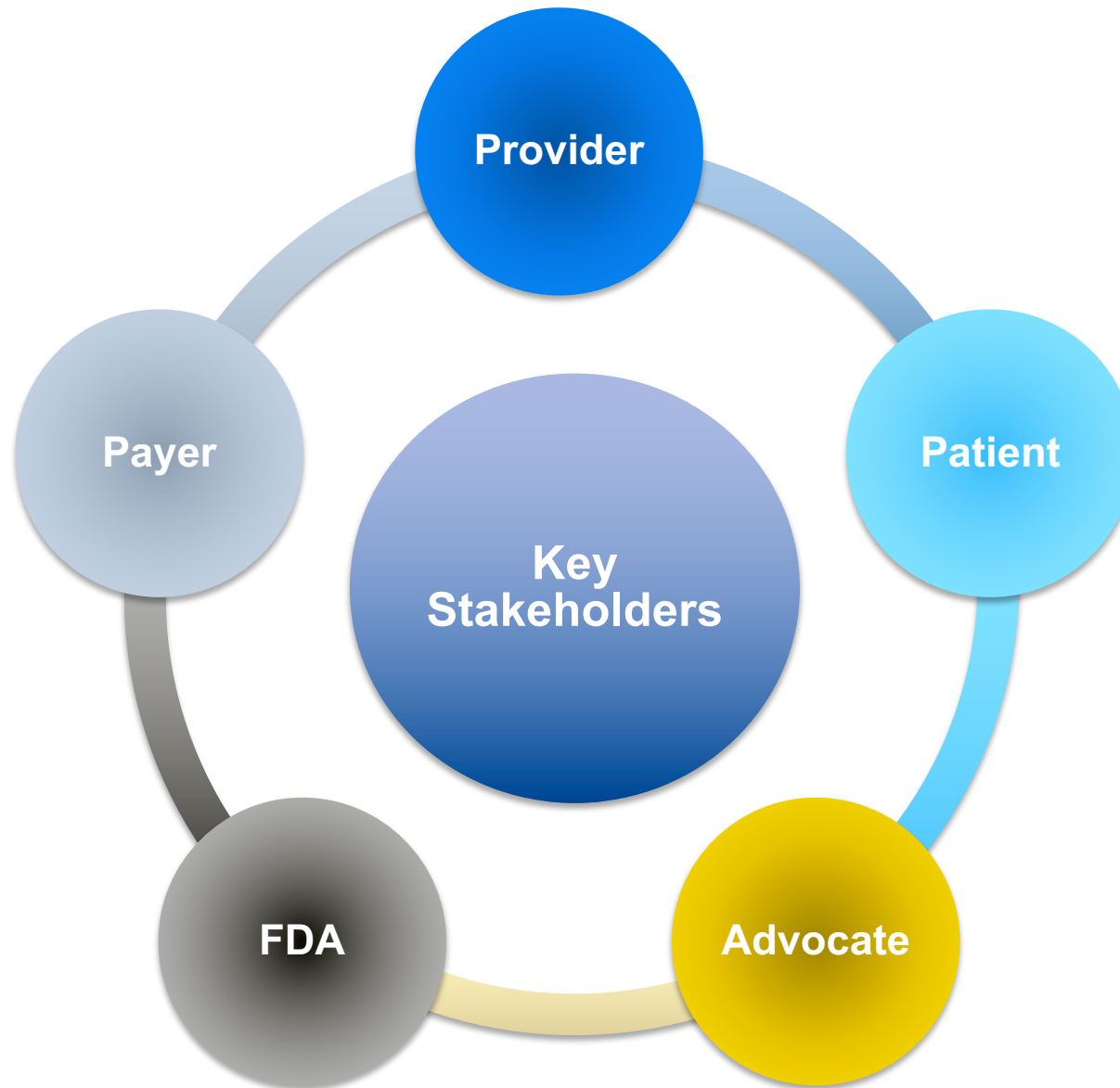


KEY: *(Therapeutic examples)*

[Viable Business]

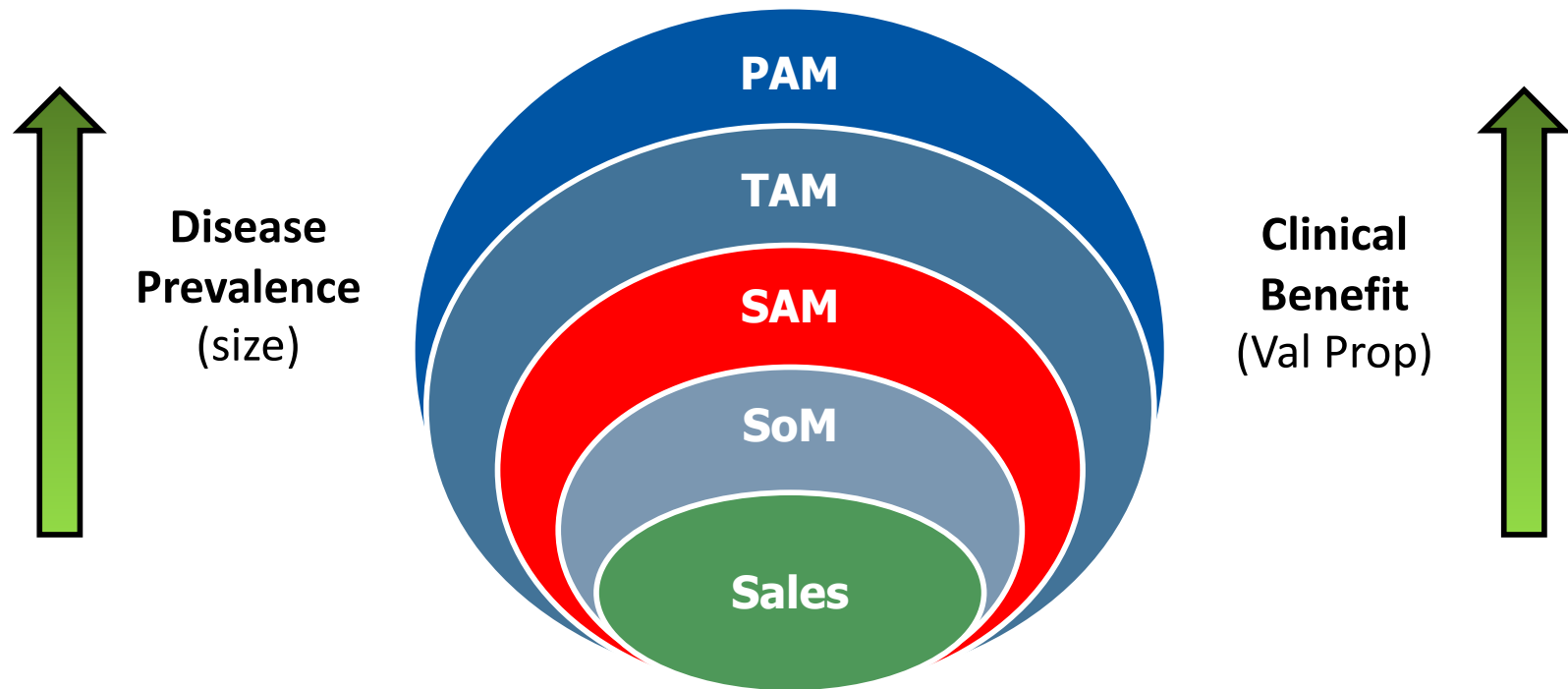


Who's the Customer in Biotech?!?



Product (Value Prop) ↔ (Target) Market Fit

Address a large unmet need and market opportunity



KEY: PAM = Potential Available Market
TAM = Total Available Market
SAM = Serviceable Available Market / Target Market
SoM = Share of Market Market



Start-up Fundraising

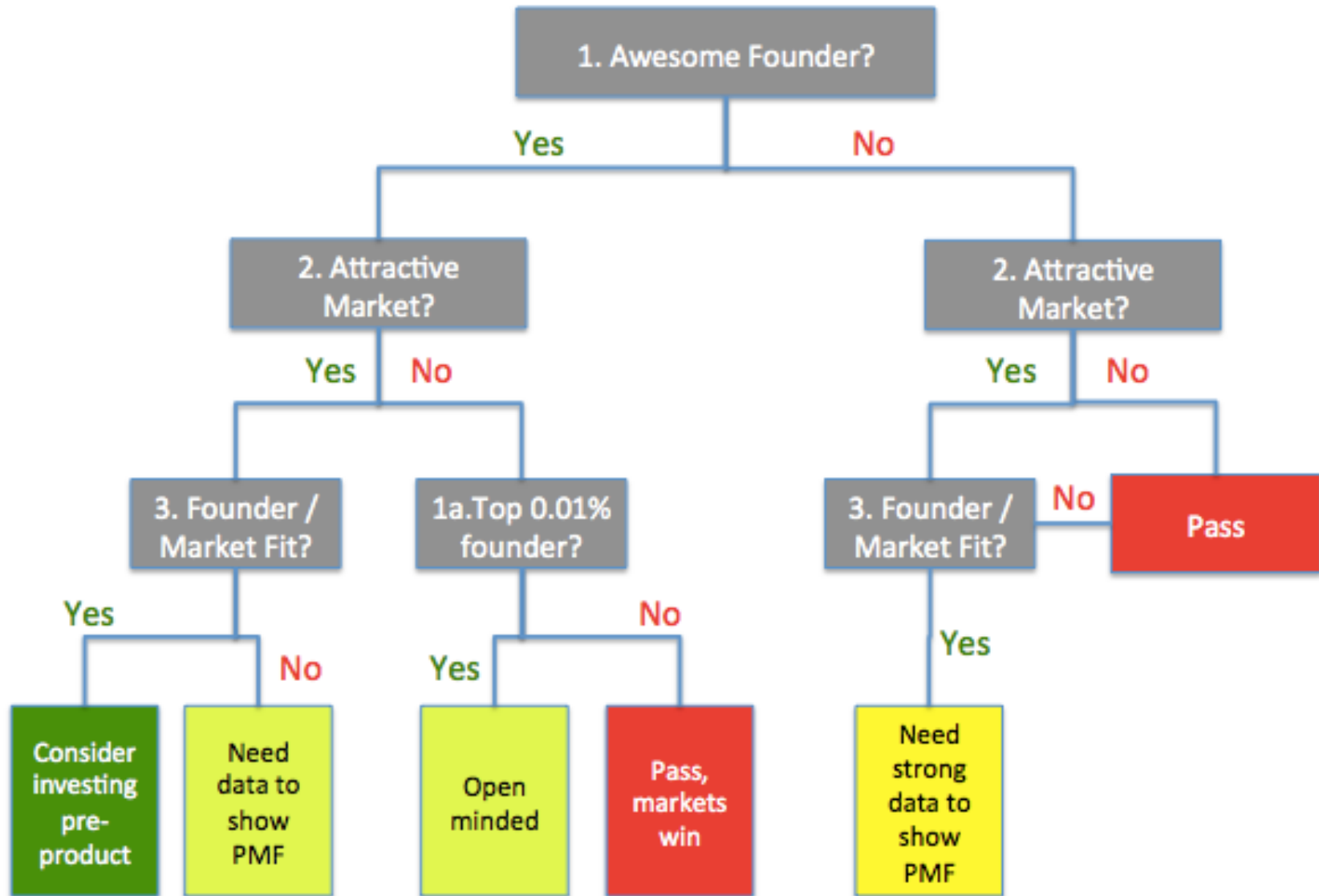
What do top venture capitals (VCs) want to know?!?

SEQUOIA 

- 1) Company Purpose
- 2) Problem
- 3) Solution
- 4) Why Now
- 5) Market Size
- 6) Competition
- 7) Product
- 8) Business Model
- 9) Team
- 10) Financials

“What’s the Big Idea?!?”

VC: Team vs “Product - Market Fit” (PMF)



Life Sciences Angle / VC Firm

Top 10 criteria for initial consideration

Deal Makers / Breakers

1. There's a problem
2. It's a *huge* problem (number of patients or costs)
3. You have a solution (it works technically - proof)
4. It's an *exceptional* solution (it's 10x better than the status quo / gold standard, as well as *competitive solutions* - again, proof needed)
5. The solution is *irresistible* to someone with money, who will buy it at a profit to you



Life Sciences Angle / VC Firm

Top 10 criteria for initial consideration

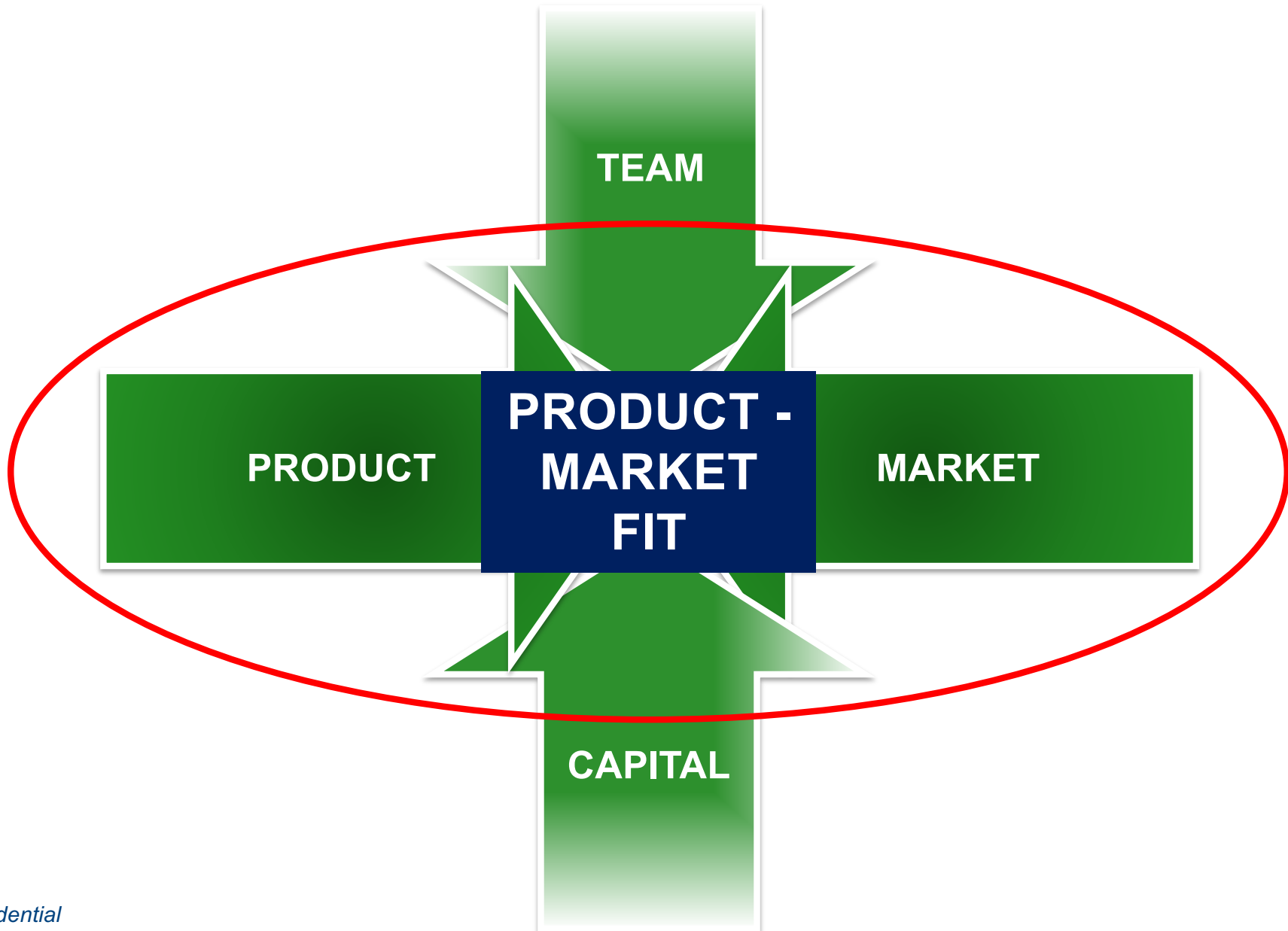
Value Changers

6. Team can do this
7. Regulatory path is known and achievable
8. IP gives a competitive advantage, FTO has been considered, and it's professionally handled
9. Investment ask will give sufficient runway to a big value inflection point
10. There is a history of exits in the space



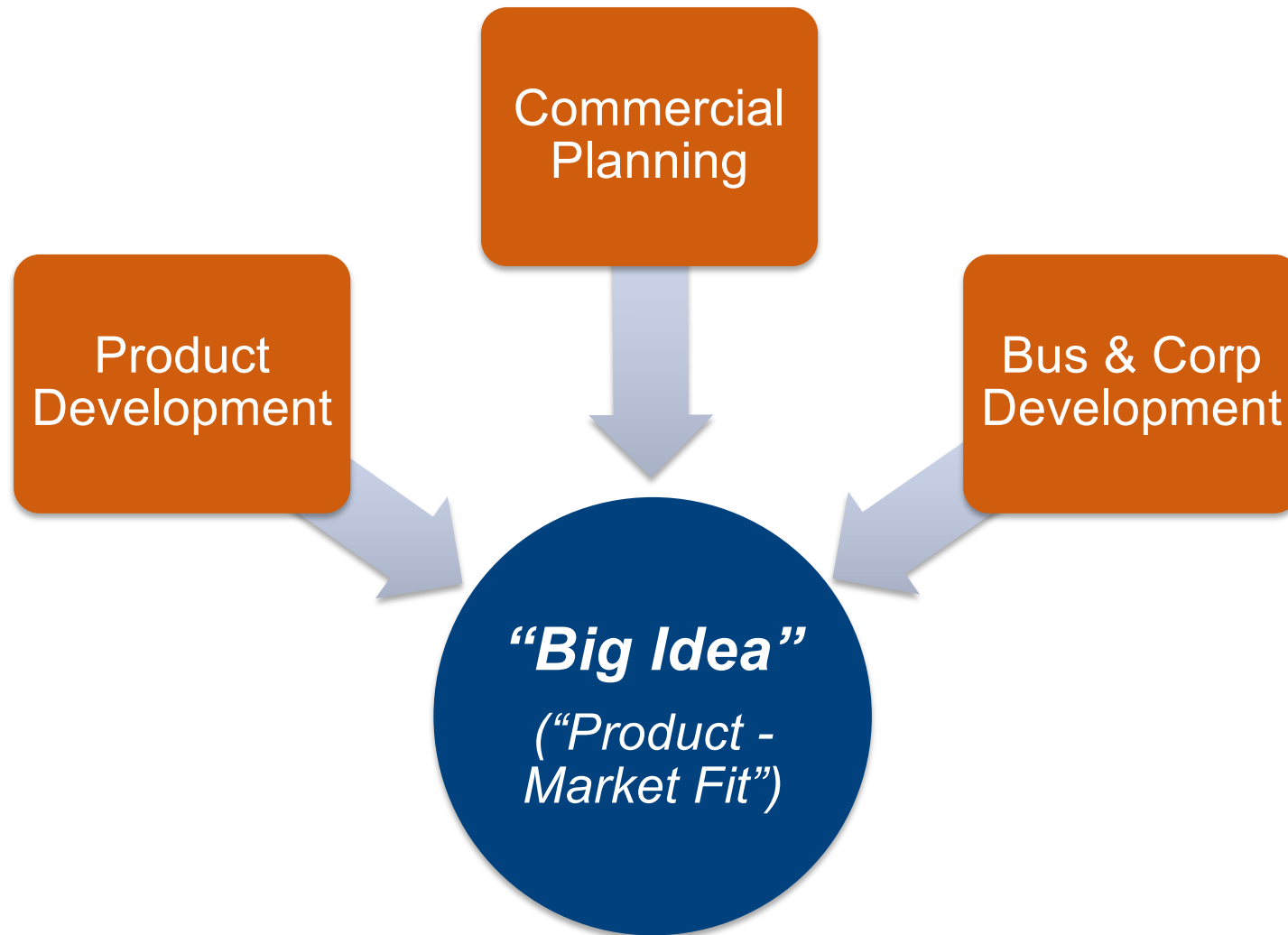
Summary

Key drivers of entrepreneurial success



Summary

“Product - Market Fit” guides other key activities



Summary

Strategic planning is required for success – FOCUS!



Opportunity costs?!?



For Start-ups Only: **NO!!!**



**A mindset and method of product innovation
that prioritizes customer benefits**



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