

BISP194 Section ID:351432: Biotech Entrepreneurship

This course introduces senior undergraduates to biotechnology business and to the coupling of entrepreneurship with scientific innovation. With an interactive, workshop format, participants will apply semi-structured methods to business concept and business model development, and be introduced to the mechanics of founding and building a new business endeavor.

Date	#	In Class Topic	In Class Worksheet	Assignment A	Assignment B
Monday January 8th	1	Introduction to Industry, Motivation	Motivation	#1: Background Reading & #2: Identifying a Need Due: Sat Jan 13	#3: Identifying an Opportunity Due: Sat Jan 20
Monday January 15th		Martin Luther King Day (No Class)			
Monday January 22nd	2	Basis for (& Establishing) a Business	Business Concepts	#4: Assessment of Local Biotech Companies (team) Due: Sat Jan 27	#5: A technology to sell (team) Due: Sat Jan 27
Monday January 29th	3	Marketing	Approaches to Market Size Estimation	#6: Social Media Strategy and Campaign (team) Due: Sat Feb 3	
Monday February 5th	4	Intellectual Property	Intellectual Property	#7: Intellectual Property: US patent 10,190,137 Due: Sat Feb 10	
Monday February 12th	5	Impacts of GenAI	GenAI as a Tool	#8: Local biotech business models (team) Due: Sat Feb 17	#9: An Investor's Perspective: BioLoggi (individual) Due: Sat Feb 24
Monday February 19th		Presidents Day (No Class)			
Monday February 26th	6	Finances & Financings	Financings	#10: Thinking about financings Due: Sat Mar 2	
Monday March 4th	7	Negotiation & Deals	Negotiations	Final Assignment: Crafting a Business Brief Due: Sat Mar 9	

Monday March 11th	8	Launching & Growing a Start-up	Experiences, Perspectives & Learnings	no assignment	
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