

2-Day Concept to Commercialization Boot Camp
CNY Biotech Accelerator, 841 E. Fayette St., Syracuse, NY
October 3-4, 2019

Registration Fee: \$10.00 - Register at: <https://www.upstatefoundation.org/CNYBiotech>

For those paying by check, request a Check Payment Registration Form: cnybac@upstate.edu or 315-464-9288

THURSDAY, OCTOBER 3	
8:00	Sign-In and Continental Breakfast
8:30	Welcome/Program Start: Kathi Durdon, Executive Director, CNY Biotech Accelerator
THE FOUNDATION OF YOUR START UP'S VALUE	
8:35	Business Model Canvas Emily Ekland , Commercialization Director, Innovation Resource Center, Empire State Development
9:45	Intellectual Property Moderator: John W. Boger , Partner, Heslin Rothenberg Farley & Mesiti, PC Panel: David L. Nocilly , Member, Bond, Schoenek & King; Roger Bonenfant , Sr. Director, Associate General Counsel, Hillrom; Reid K. Cunningham , Director of Intellectual Property, UR Ventures, University of Rochester
THE TRANSLATION OF BENCH TO BEDSIDE TO BUSINESS	
10:45	University Models to Support Successful Commercialization Moderator: Molly C. Zimmermann , Esq., Associate Director, NYS Science & Technology Law Center, Syracuse University Panel: Joseph Scaduto , MS, MBA, Founder & CEO, Traverse Biosciences, Inc.; Lou Walcer , Director, Kevin M. McGovern Family Center for Venture Development in the Life Sciences, Cornell University; Greg Gdowski , PhD, Associate Professor of Biomedical Engineering, Executive Director, Center for Medical Technology & Innovation, University of Rochester
11:45	Lunch
12:15	<div>  </div> Luncheon Keynote Presentation Implementing Integrated Innovation into Your Product Development Introduction: Mark E. Schmitt , PhD, Interim Vice President for Research, Upstate Medical University Keynote Speaker: Dr. Peter Boatwright Allan D. Shocker Professor of Marketing and New Product Development; Director of the Integrated Innovation Institute, Tepper School of Business, Carnegie Mellon University Peter Boatwright is co-founder and Director of the Integrated Innovation Institute, a market-focused center designed to speed the pace of innovation. The Integrated Innovation Institute unites the three foundational innovation disciplines to cross train individuals and teams to become elite innovators, which enhances the effectiveness of thinking and generating results.
1:30	Manufacturing Moderator: Steve Melito , Solutions Specialist, FuzeHub Panel: Kevin Webb , Key Account Manager, Sparton; Mike Marusic , Senior Manufacturing Consultant, MEP Center, Mohawk Valley Advanced Institute for Manufacturing, Utica, NY; James D'Agostino , MEP Center Director, TDO
2:45	Startup Company Product Development and Manufacturing Journey Panel Moderator: Lou Walcer , Director, Kevin M. McGovern Family Center for Venture Development in the Life Sciences, Cornell University Panel: Bryan Margulies , PhD, CSO and Co-founder, Zetagen Therapeutics; Joel Tabb , President, Ionica Sciences, McGovern Family Center for Venture Development in the Life Sciences, Cornell University; Benjamin L. Miller , Ph.D., Dean's Professor of Dermatology, Professor of Biochemistry and Biophysics, Biomedical Engineering Optics, University of Rochester Medical Center and Scientific Advisory Board Member, Adarza

FRIDAY, OCTOBER 4	
8:30	Continental Breakfast, Exhibits and Networking
ADVANCED COMMERCIALIZATION, INVESTMENT STRATEGIES AND FINANCE OPTIONS	
9:30	Components of Business Development Moderator: John J. Seman , CEO, Revitale Pharma Panel: Jack Rudnick , Esq., Director, NYS Science & Technology Law Center, Syracuse University; Lou Walcer , Director, Kevin M. McGovern Family Center for Venture Development in the Life Sciences, Cornell University; Steven Lickstein , Newman and Lickstein; Gregory J. Smith , Tax Associate, Dermody, Burke & Brown, CPA
10:45	Sales Channels for Medical Products Panel Moderator: Courtney Chiavara Perrone , Senior Manager Sales Enablement and Program Manager, Commercial Operations, Hillrom Panel: Jamie Wood , Director of Commercial Operations, Hillrom; David Jeffrey Schultz , Chief Procurement Officer, CONMED Corporation; John J. Seman , CEO, Revitale Pharma
11:45	Lunch and Networking
12:30	Funding Lifecycle for Start Up Companies Scott Friedman , Chairman, Lippes Mathias Wexler Friedman, LLP; TBD , Launch NY; In Process
2:00	Open Discussion: Attendee Q&A/Program Wrap

Reduced Hotel Room Blocks available at: Genesee Grande and Crown Plaza (rate is available through September 19 but may be available after this date, see below for additional information)

Hotel Block

Genesee Grande, 1060 E. Genesee St., Syracuse

Rate: \$98.00 (no charge for parking)

[315-476-4212](tel:315-476-4212) request reservation / room block for CNYBAC Boot Camp

If any questions or additional information needs, please contact: 315-464-9288 or cnybac@upstate.edu