



The Life Science Startup

Bringing Innovative Science to
Market with the Right Team

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Science Shaping Our World
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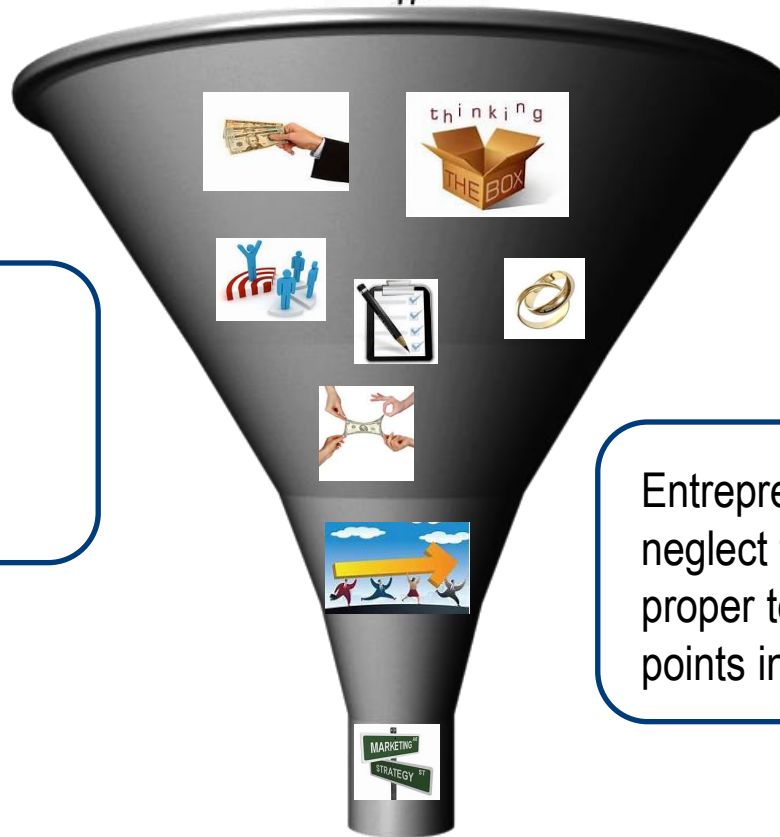
There are at least 10 Essential Elements necessary for Success of a Startup...



But it's the quality and skill set of the management team that most significantly improves the odds of transforming ideas into a successful startup company



← Great Idea in



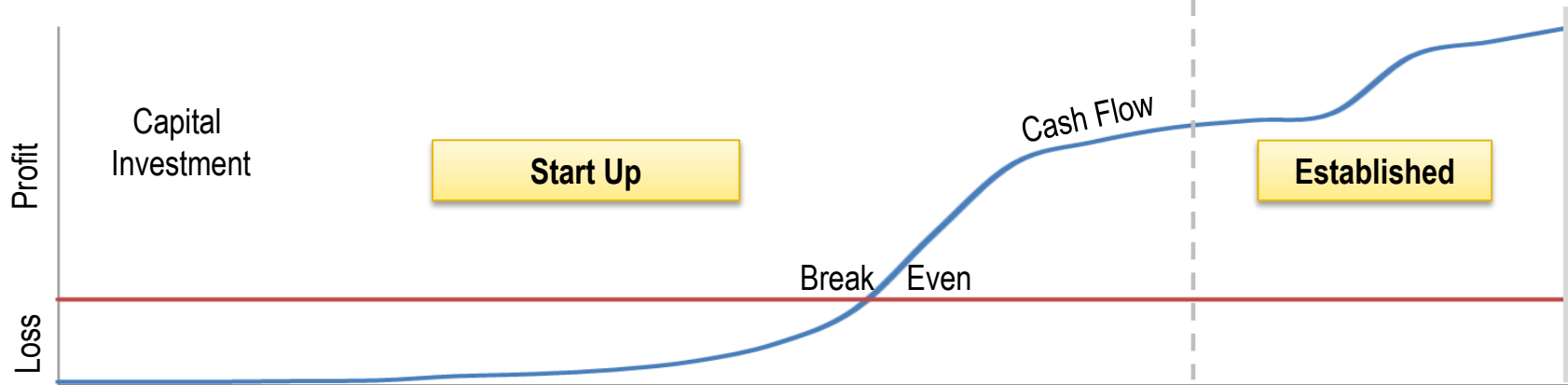
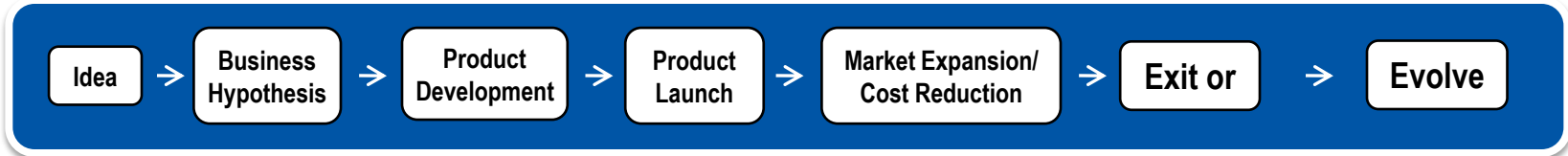
It takes more than just a good idea and funding...

Entrepreneurs often neglect to assemble the proper team at critical points in the process...



← Success out

As companies mature from startup to established business, resources requirements and skill sets shift and recognizing that **Organizational Life Cycle** is critical to success...



4-5

Resources Investment

- Business Leader
- R&D
- Product Manager

8-10

- Business Leader
- Product Manager
- R&D
- Operations
- Regulatory
- Sales & Marketing

12-20

- Business Leader
- Product Manager
- R&D
- Operations
- Regulatory
- Sales & Marketing
- Finance Leader
- BD

25+

- Business Leader
- Product Managers
- R&D
- Operations
- Regulatory
- Sales & Marketing
- Finance Leader
- BD
- Legal

Startup: Organizational Infrastructure & Responsibilities

Often 1 Person

Business Leadership	Product Management		R&D Management	Operations Management	Regulatory Affairs Quality Assurance*	Sales and Distribution	Finance & Tax	Legal*
Raise Capital (Grants, Angel, VC)	Product Champion	Brand Awareness Lead Generation Education	Technical Leader	Manufacturing	Government Regulations & Compliance	Sales Forecasts	Financial Reporting	IP Strategy
P&L Owner	Market Research	Sales Collateral	Product Feasibility	Supply Chain	Regulatory Assessments	Distribution Channel Plan	Transfer Pricing	Intellectual Property
Business Hypothesis Generation	New Products & Line Extensions	E-marketing Campaigns	Technology Assessments	Quality Control	Preclinical & Clinical Trials	Pricing & Discounts	Capital Investments	Contracts
General Manager	Applications Roadmap	Search Engine Marketing	Tech Transfer	Cost Improvement	Regulatory Filings	Compensation	Cash Flow Management	Legal Actions
Strategic Partnerships	Product Development Process (PDP)	Social Media Marketing	Intellectual Property	Shipping & Receiving	Complaint Resolution	Customer Care Tech Service	Accounting	
Human Resources	Competitive Analysis	Trade Shows		Facilities	Quality, Safety, Certifications Compliance		Bills Payable/ Bills Receivable	
Capital Investments	Global Pricing	Webinars & Seminars			Training		Payroll	
	Profit Improvement	Public Relations					Taxes	

Mature Business: Organizational Infrastructure & Responsibilities

Business Management	Product Management	R&D Management	Marketing Communications	Operations Management	Business Development	Regulatory Affairs Quality Assurance	Sales and Distribution	Finance & Tax	Legal
P&L Owner	Product Line Owner	Product Development Owner	Communication Plan Owner	Manufacturing & Quality Plan	Mergers Acquisitions Licensing	Government Regulations & Compliance	Sales & Orders Operating Plan	Finance Plan (P&L)	Operational Integrity
General Manager	Annual Operating Plan	Annual Operating Plan	Brand Awareness Lead Generation Education	Annual Operating Plan	Company & Technology Assessment	Regulatory Assessments	Sales Forecasts	Transfer Pricing	Intellectual Property
Long Range Plan	Market Research	Technology Assessments	Sales Collateral	Supply Chain	Phase Gate Review Process	Preclinical & Clinical Trials	Distribution Channel Plan	Capital Investments	Contracts
Annual Operating Plan	New Products & Line Extensions	Product Development Process (PDP)	E-marketing Campaigns	Quality Control	Business Modeling	Regulatory Filings	Pricing & Discounts	Annual Operating Plan	Legal Actions
Portfolio Investments	Product Champion	Tech Transfer	Search Engine Marketing	Cost Improvement	Deal Sheets	Complaint Resolution	Compensation Plan		Compliance
Capital Investments	Tactical Implementation Plan & Process	Intellectual Property	Social Media Marketing	Capital Investments	Due Diligence	Quality, Safety, Certifications Compliance	Customer Care Tech Service		
	Regional Expansion Plan		Trade Shows		Company Integrations	Training			
	Competitive Analysis		Webinars & Seminars		On Boarding Process				
	Global Pricing		Public Relations						
	Profit Improvement								

- ▶ The quality and composition of your team is a critical factor to commercial success
- ▶ Understanding the different challenges between a startup and an established company will insure that you pick the right team

Startup team

- ▶ Small
- ▶ Generalists
- ▶ Validate Business Hypothesis
- ▶ Focused (1st product to market ASAP)

Corporate team

- ▶ Large
- ▶ Specialists
- ▶ Broader mission (Increase profits)
- ▶ Execute Business Plan

Acknowledgements

- ▶ Bill McKenzie: Management Consultant, Life Science & Diagnostic Markets
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- ▶ Andrew Johnson, Ph.D.: UpStart Life Sciences

Next Topic

From Business Hypothesis to Business Plan:
Charting Your Path to Commercial Success