



**Larta Institute Networking Reception: November 17, 6:00-8:00 PM**  
Glow Lounge, Marina del Rey, CA

**Welcoming Remarks:**  
Rohit Shukla, Founder & CEO, Larta Institute

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**The NIH-CAP Commercialization Training Workshop**  
November 18, 2009  
Marriott Marina del Rey, CA

**Agenda**

7:30-8:00 AM      **Registration and Breakfast**  
*Bayview Foyer*

8:00-9:00 AM      **NIH-CAP: An Introduction, Orientation and What to Expect**  
*Bayview Ballroom*  
*Session Chair & Moderator:* Judy Hsieh, Programs Manager, Larta Institute  
Kay Etzler, NIH SBIR CAP Program Manager, NIH  
Brian Taylor, NIH-CAP Principal Advisor, Larta Institute  
Rohit Shukla, Founder & CEO, Larta Institute

*Special Remarks: Bruce Pratt, Vice President, Scientific Development, Genzyme*

9:00-10:00 AM      **Business Planning Basics**  
*Bayview Ballroom*  
*Session Chair & Moderator:* Eli Eisenberg, CEO and Founder, Straightline Management  
Victor Hwang, Managing Director, T2 Venture Capital  
Peter Iannone, Director & Shareholder, CBIZ & Mayer Hoffman McCann P.C.  
Alan Creutz, Vice President, Cerius Interim Executive Solutions  
Brittany Lawson, Engagement Professional, Growthink

10:00-10:15 AM      **Morning Break**  
*Bayview Foyer*

10:15-11:15 AM      **Partnering for Success - Strategies for Expanding Your Business Through Partnerships**  
*Bayview Ballroom*  
*Session Chair & Moderator:* Joanna Schulman, NIH-CAP Principal Advisor, Larta Institute  
Bruce Pratt, Vice President, Scientific Development, Genzyme  
Kimberly Rogers, Vice President, Technology Assessment, Allergan  
Lali Reddy, Manager, Business Development, Genentech

11:15-12:15 PM      **Financing, Funding, and Investment Issues for Life Science Companies**  
*Bayview Ballroom*  
*Session Chair & Moderator:* Victor Hwang, Managing Director, T2 Venture Capital  
Eli Eisenberg, CEO and Founder, Straightline Management

Stephen M. Ragow, National Managing Director, MJF & Associates  
Paul Grand, Managing Director, RCT Bioventures  
Babak Nemati, Advisor, X/Seed Capital Management  
Martin Green, Consultant, Fabiani & Company

12:15 -1:15 PM  
*Bayview Terrace*

**Lunch & Networking**

1:15 - 2:15PM  
*Bayview Ballroom*

**Fundamentals of Intellectual Property Management**

*Session Chair & Moderator:* John Vassiliades, NIH-CAP Principal Advisor, Larta Institute  
Fred Hernandez, Member, Mintz Levin  
Nader Mousavi, Partner, WilmerHale  
Richard Ormond, Shareholder, BuchalterNemer

2:15-3:15 PM  
*Bayview Ballroom*

**Early Stage Branding and Marketing**

*Session Chair & Moderator:* Rohit Shukla, CEO, Larta Institute  
Farida Fotouhi, President, Reality 2  
Robin Frank, Social Media Consultant  
Cary Chow, Vice President, Nectar

3:15-3:30 PM

**Afternoon Break**

3:30- 4:30 PM

**Breakout Sessions:**

*Bayview Ballroom*

**Regulatory and Reimbursement Issues**

*Session Chair & Moderator:* Carlos Gutierrez, Chief Strategy Officer, Larta Institute  
Karen Cha, Senior Director, Sapience Regulatory Consulting Services  
Susan Rowinski, Principal, Sue Rowinski Group LLC

*Promenade  
(Lobby Level)*

**Hope for Healthcare IT: Solutions for the Marketplace**

*Session Chair & Moderator:* Bob Austrian, NIH-CAP Principal Advisor, Larta Institute  
Jim Rose, Senior Vice President, Market Strategy, VitalSpring Technologies, Inc.  
Chris McFadden, Managing Director, Health Evolution Partners  
Kate Berry, Senior Vice President, Business Development, Surescripts

4:30-5:30 PM  
*Bayview Ballroom*

**Lessons Learned: Success Stories from CAP Companies**

*Session Chair:* Rohit Shukla, Founder & CEO, Larta Institute  
*Moderator:* Lina Ramos, NIH-CAP Principal Advisor, Larta Institute  
Farzad Ehsani, CEO, Fluential  
Jane Homan, CEO, ioGenetics  
Lynn Freeman, CEO, Mind Matters Research

5:30-6:30 PM  
*Bayview Ballroom*

**Wrap Up & Next Steps, Kay Etzler, NIH SBIR CAP Program Manager, NIH  
Networking**