2019 MedCon Digital Health Session Two

Business of Innovation – Why it is Important
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Challenges
- Clinical Evidence
- Patient Safety
- Funding
- Reimbursement
- Market Access
- Regulatory Compliance

Value Based Collaborations
- Rapid Evolution of Connected Technology Platforms
- Real Time Real World Data
- Value Based Care
- New Business Models and Partnerships
- New Regulatory Guidance and Quality Paradigms
### Panelists

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IN Ecosystem: A Catalytic State for Life Sciences

**INnovations**
- 85 new products approved by the FDA
- $115M venture capital funding
- 34 companies funded

- 1,751 companies working in the areas of drugs and pharmaceuticals, medical devices and equipment, agricultural chemicals and feedstock, medical, research and testing laboratories and biologistics

**Statistics**
- 56K employed
- $5.5B total industry wages
- 1,751 companies
- $97,607 wages per person in life sciences
- $46,424 per person in private sector
What is 16 Tech?

An innovation district on the northwest side of Indianapolis designed to facilitate discovery across life sciences, technology and advanced manufacturing through the convergence of people, purpose and place.

**Place**
- 60 acres
- Re-purposed real estate
- Innovation district

**Culture**
- Open, creative community
- Talent attraction
- Live, work, play, learn

**Innovation Hub**
- Connects corporations, startups, universities, research institutions, and entrepreneurs
- Co-working space and innovation programming
An Industry perspective: Why we care.

- We can’t own all the needed resources internally
  - FIPnet vs. FIPco
- The stronger more diverse the ecosystem the easier it is to recruit.
  - Rising tide floats all boats concept.
- Line of sight to & creation of talent pipeline.
  - Influence higher learning from theory to application.
- Easier to collaborate face 2 face, across the street.
- The symbiotic ecosystem will succeed.
Key Messages

• What problem are you solving? Who is your market?

• Theoretical is interesting, but a prototype will get you constructive feedback.

• Understand the landscape – who’s your competition?

• Be as disruptive as possible! Collide life science + tech + engineering with regulatory.

• Timing is everything – engage regulatory expertise as early as possible.
UC ranked

Among the Top 200 Global Universities (U.S. News & World Report)

Public University of the Year (The Washington Center)

#3 Up-and-coming Universities (U.S. News & World Report)

Top 100 Most Innovative Universities in the World (Reuters)

Top 10 International Student Satisfaction (International Student Barometer)

Among the World’s Most Beautiful College Campuses (Forbes)

No. 1 for Return on Investment (Policymic)

Top 25 Public Research University (National Science Foundation)

50 Rankings in the Top 50 (U.S. News & World Report)
Universities and Commercialization

- Good at: teaching, research.
- Not good at: commercialization, just see the data.
OK... What is the goal for IP?

- Generate more startups
- Connect businesses with university assets
- Attract and retain top talent
ACTION that UC has taken

UC Venture Lab

• Only do what UC is good at, task the region do the rest.

Express License

• Standard terms empowering UC Bearcats to quickly attract talent and capital.
ACTION

133,000 sq. ft.
1819 Innovation Hub
On-Campus (1819) Innov. Partners

>70% Occupancy in <12 months
Right up front, yes, we mean business.

License Tiers

Non-Exclusive Royalty-Free License (NERF)

For companies that don’t think there will be any IP generated during a project and want to start collaborating quickly.

- Company receives a royalty-free non-exclusive license to the IP and an option to negotiate an exclusive license after IP is developed.
- No fees or royalties.
- Background IP is not included.

Exclusive License with Pre-Set Royalty

For companies that want to have an exclusive royalty-bearing IP position, this allows for the project to launch quickly but ensures an IP position once the project ends.

- Company pays an additional 10% of the full cost of the sponsored research project ($15,000 minimum).
- Company pays 1% royalties of net sales starting in the year annual sales using IP reaches $20MM.
- Both the company and the UC Principal Investigator must agree to use Tier 2 for the project.
- Background IP is not included.

Ownership Assigned to Sponsor

For companies that want any potential IP created during the project assigned to them before the project even begins.

- Ownership of UC project IP and UC’s interest in joint project IP are assigned to company.
- Company pays an additional fee of 75% of the full cost of the sponsored research project for the assignment of IP.
- Both the company and the UC Principal Investigator must agree to use Tier 3 for the project.
- There can be no UC background IP associated with the project.

Contact UC 1819 Innovation Hub - you’ll be glad you did.
www.UC1819.com

Resources and Research collide.
12,000 sq. ft. Makerspace + Microfactory

Empowering the transformation of ideas into the material world
Cincinnati’s Innovation District
Bernhard Kappe
Founder & CEO, Orthogonal
**Startup incubator**
We equip entrepreneurs with the knowledge and tools they need to be successful, an expansive network and a dynamic community.

**Community nexus**
Our programs and facility bring together industry executives, entrepreneurs and investors to learn and collaborate.

**Corporate innovation accelerator**
We help organizations connect with cutting-edge innovators, stay on top of trends and learn to innovate more effectively.
37K people visited MATTER in 2018

420 programs and events facilitated in 2018

1100 hours donated by volunteer mentors and instructors in 2018
$886M
raises by
member companies

92M
patients have benefitted from
members’ products

$102M
reported in 2018
revenues
MY WEEK AT MATTER

• Meeting with Allergan
• Chat with Baxter Team
• Chat with Digital Therapeutics CEO
• Chat with AI SaMD CEO
• Digital Therapeutics Roundtable
• Med Device CEO Dinner
• Reimbursement Strategy Workshop
• Chicago Innovation Mentors Meeting
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