

Society for Brain Mapping and Therapeutics (SBMT)

Commercialization Symposium

Organized by: Babak Kateb, Rick Shindell, Patricia Tomczyszyn, Julio Cassels,
Serge Braun, Barry Datlof, Tom Oser, George Abe

Final Program

15th April 2018

Sunday, April 15th 2018

1:00 – 2:30 pm

E5: Commercialization of Neuroscience: Taking IP to Market

Chair: Tom Oser

URL:<https://www.linkedin.com/in/tomoser/>

Speakers:

Leo Petrossian, CEO, Neural Analytics: “From Knowledge to Neurology”

Jennifer McCaney, Director, Medtech Innovator : "Accelerators Bringing Science to Market”

Rick Shindell, President, Zyn Systems: “Raising Non-Dilutive Capital Using SBIR and STTR”

Lukasz Kowalik, Tech Transfer Officer, UCLA: “Licensing Science to Business & Investors”

Anthony Chang, Chief Intelligence & Innovation Officer, CHOC, "Artificial Intelligence in Brain Mapping”

3:00 – 4:30 pm

E6: STTR/SBIR Workshop

Chairs: Rick Shindell and Barry Datlof

URL:www.sbir.tv,<https://www.linkedin.com/in/datlof/>

5:00 – 6:30 pm

E7: Business Plans and Development: Your Pitch for the VC Shark Tank

Chair: George Abe

URL: <https://law.ucla.edu/faculty/faculty-profiles/george-j-abe/>

Speakers:

Lukasz Kowalik, Tech Transfer Officer, UCLA: “Judging Your Pitch”

Dwight Holcomb, CEO, DH Development, “Business Pitch Essentials”

Barry Datlof, Dir. Med-Tech Transfer, U.S. Army Medical Research and Materiel Command “The Business Pitch - Seven Step Model”

Tom Oser, Visiting Prof of Technology & Innovation, UCLA Anderson School, “Constructing the Value of Proposition”

George Abe, Faculty Director, Strategic Management Research Program, UCLA, “Faculty Director for Strategic Management Research Program”