

2016 MU COULTER BOOT CAMP OVERVIEW

Session	Date	Team Presentations	Topic	Guest Speaker(s)
1	1/12/16	Orientation slides (Home Work #1)	Pitch Craft Need Clarification: Have you identified a compelling unmet clinical need?	Bill Turpin <i>President and CEO, Missouri Innovation Center</i> Roger de la Torre <i>Chief, Division of General Surgery, UM School of Medicine</i>
2	1/19/16	Clinical Need slides (Home Work #2)	Value Proposition: What value does your proposed solution provide?	Clint Matthews <i>Co-Founder, Start Right Foods</i>
3	2/2/16	Value Proposition slides (Home Work #3)	Competitive Landscape Analysis: What is the market for your product?	Bethany Loftin <i>Director, TreMonti Consulting</i>
4	2/9/16	Market Analysis slides (Home Work #4)	Stakeholder Analysis: Who is involved in implementing your solution?	Rebecca Rone <i>EternoGen, LLC</i>
5	2/23/16	Stakeholder Analysis slides (Home Work #5)	Reimbursement: Does it have a reasonable likelihood of commercial viability?	Judith Hickey <i>Princeton Reimbursement Group</i>
6	3/1/16	Regulatory slides (Home Work #6)	Regulatory: What are the regulatory requirements?	Diane Beatty, Seameen "Jean" Dehdashti <i>Cardinal Health</i>
7	3/8/16	Reimbursement slides (Home Work #7)	Funding your Start-Up Lessons from an Entrepreneur	Bruce Walker <i>Centennial Investors</i> Gregg Scheller <i>Katalyst Surgical, LLC</i>
8	3/15/16	Final Pitch Deck slides (Home Work #8)		

Business Advisors:

- Brett Maland – Sr. Licensing Associate, MU OTMIR
- David Anderson – Entrepreneur in Residence, MU OTMIR
- Eric Barmann – Licensing Assistant, MU OTMIR
- Gene Gerke – Start Right Foods, Inc., Agents National Title Insurance Company, Gerke & Associates, Inc.
- Gwen Gray - Social Sciences Librarian, Online Information Services, Research & Information Services Division (RAIS), MU Libraries
- Jim Niemann – Director of the Entrepreneurship Legal Clinic, MU School of Law
- Sam Bish – Sr. Licensing Associate, MU OTMIR
- Quinten Messbarger – Vice President, Missouri Innovation Center