

## Intro to Business of Biotech

### **Description**

This course explores the business considerations that drive company strategies. Students will be provided with foundational information about the BioPharma industry and regulation via instruction, storytelling, and breakout group discussions. Industry ethics will be discussed, with emphasis on historical precedents. The course touches on topics such as market share, phases of development, patient population, and safety profile. A high-level overview of Research and Development, including pre-clinical through market approval will also reviewed.

### **Format**

- When offered in person, the course will start at 9:00 AM - 5:00 PM.
- When offered online, the course will occur over three days, 2.5 hours per day.

### **Topical Agenda**

#### **Session 1:**

- Origins of the Biotech Industry: A Brief History
- Addressing Unmet Medical Need
- Biotechnology Techniques Used for Therapeutics Development
- Biotech Entrepreneurship
- Business Models of the Sector and Industries Within

#### **Session 2:**

- Preclinical
- Clinical Development
- Creating Barriers to Entry: Market Exclusivity

#### **Session 3:**

- Patents
- Early-Stage Financing