

## Achievement Beyond Regulatory Approval - Design for Commercial Success

University of the Sciences (Philadelphia, PA)  
3.3.15

### PRACTICE AREAS

Corporate and Securities

The Life Sciences Collaborative – Connecting Leaders in Science and Business – presents: "Achievement Beyond Regulatory Approval - Design for Commercial Success."

#### Design for Market Protection: Intellectual Property Strategy Planning

- Developing a strong intellectual property strategy
- Retaining freedom to operate support
- Maintaining international strategy plans

#### Design for Market Success: Commercial Strategy Planning

- Leveraging market facing data
- Strategizing reimbursement & commercial planning to inform
  - Labeling Requirements
  - Clinical Study Designs
  - Healthcare Economic Outcomes
  - Pricing Targets

#### Design for Investment: Financing Each Stage

- Sustaining investments through financing strategies from:
  - Seed Capital
  - Mid-Stage
  - Strategic Investors
  - Non-Profit Partners

#### When:

Tuesday, March 3, 2015 | 8:00 AM - 2:00 PM (EST)

#### Where:

University of the Sciences  
McNeil Science Technology Center | Astra Zeneca Auditorium | STC Room 145  
723 S. 43rd Street | Philadelphia, PA 19104

Free Parking Available at 723 S. 43rd Street.  
Continental breakfast & hot lunch included.