

UNIVERSITY OF THE
PACIFIC

Jie Du Center for Innovation and
Excellence for Drug Development

13 - WEEK COURSE

Design Thinking for Entrepreneurs



IMPACT

This course demystifies business thinking and transform scientists to become entrepreneurs

WHO SHOULD ATTEND

Scientists, pharmacists, engineers and other health care professionals seeking to launch their products



Course Director

Sanjeev Redkar, PhD, MBA
President, Apollomics, Inc.



Executive Director

Bhaskara R. Jasti '95, MPharm, PhD, FAAPS
Professor, University of the Pacific



START DATE

August 22, 2023

\$950

13 week course, 2-3 hours per week

APPLY NOW

bit.ly/jie-du-center-design-thinking

Rolling admission until start date.

What is entrepreneurship? Where do ideas come from and how do you protect your intellectual property?

Learn how to transition from thinking like a scientist to thinking like an entrepreneur.

Understanding the elements of starting a company

Science, capital, intellectual property and people.
What differentiates a good idea from not so good one.
Developing your elevator pitch.

Developing a business plan

Practice developing a business plan.

Deciphering funding cycles

Seed vs series A vs series B. Elements of a term sheet.
Valuation and discounted cash flow.

Introduction to legal, accounting and finance partnerships

Understanding the components of general and administrative expenses. Learn how to read financial statements, such as profit and loss statements and balance sheets.

Understanding capital structure

Debt vs equity. Valuation and its link to raising capita.
Governance and board composition.

Recruiting talent

People are everything – learn about hiring and retaining the best people. What do you look for in them and the pertinent skills? Which ones are your first hires?



Guest Faculty

Startup CEO

Venture Capitalist

Attorney

Clinical / Regulatory
Executives

IP Attorney

Public company CEO

Strategic planning for clinical development

The development process and trials. Cost and challenges for a startup. Most value-added areas to focus, CROs, CMOs and vendors.

Navigating the regulatory landscape

Regulatory paths for fast approvals. GXP quality and compliance. Examples of expedient development.

Protecting intellectual property

Understanding global and U.S. patent rules, plus types of exclusivities. Licensing vs assignment. How to manage worldwide IP of your portfolio.

Assessing commercialization and market opportunity

How to do market research. Partner or FIPCO. Blockbuster or not.

Developing an exit strategy

Mergers and acquisitions. IPO vs private buyout. The art of negotiation.



We help you
develop innovative
products for unmet
medical needs

About the Center

The Jie Du Center for Innovation and Excellence for Drug Development promotes innovation in drug development through education, training and mentorship, while fostering collaboration between Pacific students and industrial scientists. Individuals gain skills in pharmaceutical regulation, entrepreneurship and business to prepare them for navigating the challenges associated with new ventures in drug development.

The Center offers opportunities to take one's scientific and clinical expertise and complement them with the specialized knowledge and skills that are valued in today's competitive job market.

The Center is part of University of the Pacific and is located in Stockton, California.

[LEARN MORE](#)

About University of the Pacific

Since 1955, University of the Pacific's Thomas J. Long School of Pharmacy has been training health care professionals who are problem-solvers, innovators and leaders. The School was shaped into what it is today by the hard work, dedication and support of its charismatic faculty, staff, students, alumni and friends. Throughout the School's history, individualized, faculty-led experiential learning programs, combined with the support of a powerful alumni network, have led to student success.

The Center will provide tools to entrepreneurs in five key areas





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CONTACT US

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