

Time	Topic	Presenters
8:00-9:30 am	Valuations for the Owner and Investor	<p>Kevin Brannon, Attorney, Schwabe Williamson & Wyatt Heather Hepburn, Attorney, Schwabe Williamson & Wyatt Jason Moyer, Principal, Cascadian Group</p> <p>SW&W Attorneys will discuss how to negotiate fair term sheets. Jason Moyer will discuss how to determine company valuations.</p>
9:30-10:30 am	"Top Ten Business Plan Tips"	<p>Teri Epperly, Director of Training & Documentation, Palo Alto Software</p> <p>An annual favorite, Palo Alto Software presents this one hour talk on how to create the best business plans to attract both angel and venture capital investors.</p>
10:30- Noon	"Big Ideas: Commercializing Oregon's Research"	<p>Dan Whitaker - <i>"Working with OSU for the Big Idea"</i></p> <ul style="list-style-type: none"> • Working with OSU for Commercialization • Hiring students / Interns • Sponsoring research • Create a startup with student/professor • What to expect in working with an academic institution • Grad student work at the direction of faculty • Funding a company (specifically a University spinout) • FFF • Angel Funds - regional, OAF • VC, NWTECH, OPV <p>Skip Rung - <i>"ONAMI GAP funding"</i> The ONAMI commercialization gap fund is an example of pre-equity funding that helps bridge the gaps between research result and product prototype, and between 'technology push' and 'market pull'. Numerous examples from the ONAMI gap fund portfolio of companies (which have so far raised \$103M in leveraged funding) will be given to illustrate how this mechanism works and how prospective gap fund participants can request funding and other related business assistance.</p> <p>Mary Phillips - <i>"Protect, Invest and Defend - Commercialization of University IP in a post 'first to invent' world"</i>.</p> <ul style="list-style-type: none"> • New Patent laws • Overview of changes • Overview of licensing IP from OSU • Recover patent fees, plus some royalties • No liability to the university • How to find university IP • Sign up as a reviewer for invention disclosures • Examples of successful licensing (wheat, glues, etc).