**2020 Concept to Commercialization Virtual Program Sessions**

**Sponsored by: CenterState CEO; Innovation Law Center, Syracuse University College of Law; MedTech, TDO, The Research Foundation for SUNY and CNYBAC

Register in advance for this series:**

[**https://upstate.zoom.us/meeting/register/tJwpcOiopzsjGdd9kicDnvgOklQMJps2TQ8q**](https://upstate.zoom.us/meeting/register/tJwpcOiopzsjGdd9kicDnvgOklQMJps2TQ8q)

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| **Commercialization Pathway****Wednesday, September 9** **2:00 – 3:00 p.m.**Molly Zimmerman, Innovation Law CenterThe Innovation Law Center at Syracuse University College of Law provides research on intellectual property, regulatory pathways, markets, and competitors. Learn why diving into research at an early stage helps prevent future headaches. |
| **IP Valuation and Triage for Early Stage Ventures****Wednesday, September 16** **2:00 - 3:00 p.m.**John BrennerInternal evaluation of intellectual property is the most important event in the property's life. Are there practical systems for evaluation? How to implement such systems? When to start? Why are they important for early stage ventures? Are there differences in evaluation for trade-secrets? Presenter John Brenner has worked in various capacities advising, creating and managing new ventures. As a result developing expertise in major aspects of business development including financing, intellectual property, joint ventures, product development, collaborative research, product distribution, material supply and transaction diligence working in a wide array of technology areas such as biotech, high tech, ag tech, food tech and 3D metal printing among others. |
| **Connecting with Customers****Wednesday, September 23** **2:00 – 3:00 p.m.**David J. Eilers, INext90 Advisors, LLC, Adjunct/MBA@Syracuse, Whitman School of Management, Syracuse University, and Arber Ruci, Director, New York City Innovation Hot Spot, Entrepreneur-in-Residence, NYCRINCustomer discovery experts will discuss keys to success by market and by segment, including overviews of primary and secondary research on existing industry and competitors. Also the presenters will cover “five forces” and “product-market fit.” |
| **FDA Regulations****Wednesday, September 30** **2:00 – 3:00 p.m.**Gary Brennan MBA - Owner GGPC Consulting. Expert with over 25 years of QA/RA experience will include quality and regulatory topics: Medical Device Regulatory Strategy, 510(k) Submissions, Technical File Creation, Standards Development, Labeling and UDI. |
| **IndieBio New York****Monday, October 5****2:00 – 3:00 p.m.**Julie Wolf, PhD, Communications Director, IndieBio New YorkPresentation will include an overview of IndieBio New York – created with the support of New York State’s Life Science Initiative, administered by Empire State Development |
| **Quality Systems****Wednesday, November 4** **2:00 – 3:00 p.m.**Dave Johnson Presenter will provide an overview of the Quality Systems (QS) or current good manufacturing practices (CGMP’s), which manufacturers must establish and follow to ensure that their products consistently meet established requirements. |
| **How to Sell Your Product: Channel, Sales Strategy, Selling Methods and GPOs****Wednesday, November 11** **2:00 – 3:00 p.m.**Courtney Chiavara Perrone, Senior Manager Sales Enablement and Program Manager, Commercial Operations, Hillrom, and Jamie Wood, Director of Commercial Operations, HillromPresenters will discuss post market selling, relationships and channel strategies. |
| **Good Clinical Practice (GCP) Regulations****Wednesday, November 18****2:00 – 3:00 p.m.**Kathi Durdon, CCRP, Executive Director, CNYBACMs. Durdon, who is a Certified Clinical Research Professional through SOCRA and is a good clinical practice (GCP) instructor, will provide an overview of FDA GCP regulations in the conduct of research involving human subjects where data supports an FDA submission. |
| **Startup Resources: Business & Financial Culture****Wednesday, December 2** **2:00 – 3:00 p.m.**Kurt M. D’Angelo and Sean Richardson, Financial Consultants, Equitable AdvisorsPresenters will discuss the stages of startup timeline relative to potential funding and resources to assist in the financial process. |
| **Export Information for Small Businesses** **Wednesday, December 9** **12:00 – 1:00 p.m.**Steven King, Director of the Central New York International Business Alliance will provide an overview of exporting for SME’s. This will include examples of export assistance services, services to find you buyers, how to find grants to support exporting and dealing with export regulations. |