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MSEC SEMINAR AND COMMERCIALIZATION FORUM



INVITED SPEAKER:

**DR. BRANDON PRICE**

“The Lean Startup: What you need to know”

September 4<sup>th</sup>, 2020

1:30 – 3:00 PM



**Contact MSEC Staff for Zoom link/passcode to attend**

**Biography:**

Dr. Price is a scientist, businessman, entrepreneur, and angel investor, with more than 30 years in the biopharmaceutical industry. In March of 2018, with four partners, he co-founded and is EVP of Business Development of Ethicann Pharmaceuticals Inc., a Canadian company focused on cannabinoids as ethical pharmaceuticals. Ethicann has a pipeline of six products. He is also Executive Vice President of Business Development at Nascent Biotech (a clinical-stage public company developing cancer biologic drugs) and, with Dr. Fernando Larios, he has formed Biogenin, S.A.P.I. de C.V., located in Guadalajara, Mexico, which is developing and licensing new products of all types, primarily for the Latin American market. In early 2016, Dr. Price was appointed the *Ben J. Rogers Chair in Entrepreneurism* of the College of Business at Lamar University (Beaumont, TX), in early 2017 was elected to the GOOSE (Grand Order of Successful Entrepreneurs) Society of Texas, and in early 2019 was named Entrepreneur in Residence in the College of Science and Engineering at Texas State University (San Marcos, TX). Dr. Price has been CEO of GalenBio, Inc, a synthetic vaccine company, Oncometa Pharmaceuticals, Inc., a small molecule company developing cancer and metabolic disorder drugs, Cognate Therapeutics, a stem cell company, President and CEO of Goodwin Biotechnology, a biologics contract manufacturing organization and he was the first CEO of CropTech Corporation, where he wrote the company’s business plan and raised its first round of private financing. Formerly,

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he worked for Cardinal Health, a Fortune 16 company, where he was Vice President of Biotechnology Services. Dr. Price has also held senior-level management positions at BioReliance, where he was a key member of the team that led the company public in 1997, at Damon Biotech in the U.K. and Ortho Diagnostic Systems, a Johnson & Johnson Company. In addition, he co-founded the Institute for Cell Analysis at the University of Miami (FL), the International Center for Business Excellence at the University of Guadalajara, Quality Biotech, a successful biosafety testing company, and OcuSciences, a growing medical device company. He has served as Board Chairman of the Virginia Biotechnology Association and Maryland's counterpart, MdBIO. Dr. Price was named as the 2001 Biotechnology Leader of the Year in Virginia and was appointed by Governor Warner as co-chair of the Virginia Biotechnology Initiative. He currently sits on the Boards of OcuSciences, Inc. (Ann Arbor, MI), GlutenFree S.A.P.I. de C.V. (Guadalajara, Mexico), Nascent Biotech, Inc. (San Diego, CA), Ethicann Pharmaceuticals (Calgary, AB, Canada,) NABACO, Inc. (San Marcos, TX), and Goodwin Biotechnology Inc (Plantation, FL). He also served on the Scientific Advisory Board for Pall Biopharma, the Boards of Corgenix Medical Corporation (Broomfield, CO), CanniMed Therapeutics (Saskatoon, SK), and the Virginia Biotechnology Research Park (Richmond, VA). Presently, he is Adjunct Professor in the Business School at Virginia Commonwealth University and is an International Professor in the Universidad Panamericana School of Engineering, where he teaches a course entitled "Entrepreneurism and Business Planning for Innovation Driven Companies". This course has been taught at the University of Guadalajara and ITESO (in Guadalajara) and Panamerican University (in Mexico City and Guadalajara). He also serves as a Judge for the Rice University Business Plan Competition (Houston, TX). He holds the B.S. and Ph.D. degrees in Biophysics from the University of Michigan in Ann Arbor and is the author of more than 50 articles in the scientific and business literature. He resides with his wife Susie on Lake Chapala, south of Guadalajara, México.

**Abstract:**

See attached flyer.

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# The Lean Startup

(What you need to know)



## Brandon J. Price, Ph.D.

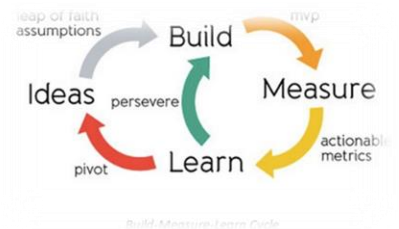
International Professor, School of Engineering, Universidad Panamericana, Guadalajara, Jalisco, Mexico  
Adjunct Professor, School of Business, Virginia Commonwealth University, Richmond, VA USA  
Biogenin, S.A.P.I. de C.V., Guadalajara, Jalisco, Mexico

In this talk, we will focus on the "lean startup" concept, originally proposed by Eric Reiss for software development start-ups, expanded to all types of entrepreneurial start-ups, further expanded to all kinds of companies (e.g., General Electric), and is now being touted for governments!?! During the discussion, we will address such burning issues as:



Why the "*Business Model Canvas*", taught in most business schools, just doesn't cut the mustard

Why and how "*Lean startup*" is really a "*process*"



Build-Measure-Learn Cycle



The "*pivot*" – how to change strategy without changing vision...

What was "*YouTube*" before it was "*YouTube*"  
... you might be surprised ...



This talk will conclude with a discussion of how "lean startup" has been employed in large enterprises, how it might be considered an important strategic component, or "fundamental discipline", of any modern company; and, most importantly, **what does it mean for you in your careers.**