

How to turn your Nobel prizeworthy idea into a blockbuster medical product while keeping your investors happy and still finding time for golf.

Join other scientists at the MBA in a Day - Business basics for bioscientists **Ausbiotech BioPro** course in Adelaide on Sunday October 16 just before the Ausbiotech national conference.

OK, given it takes more than 7 years (world's best practice) and a hundred million plus to get there, you might not have much time for golf. But we've assembled 5 expert speakers to save you time, money and anguish along the yellow brick path to commercialising bioscience innovations.

Are you a scientist who's spending less time in the lab and more time pondering how to turn IP into income?

Do you have staff who need a better grip on how to commercialise your organisation's inventions?

Do you want to understand how to build a business based on science?

Are you considering a career move from pure lab work into business development?

Then this jam-packed day has been designed for you. It's like an MBA Executive Summary for life scientists.

In the morning these topics are covered:

- What is a company, how do you set one up and who controls it?
- How do you account for what happens to the money.
- Where do shareholders, directors, managers, inventors and customers fit in the pecking order?
- What are investors looking for - besides a return on their investment?
- How do you write an effective Business Plan?
- How do you protect your IP, value your innovations, raise money •and negotiate deals with pharma that work?

In the afternoon, the theory is put into virtual practice with a Case Study that ties many of the points into a real example. Then participants are asked to put themselves in the shoes of the management and directors, by making critical choices and decisions at key turning points in the life of a company going through 4 stages of growth.

Speakers include Business **Professor Mike Vitale**, ex biotech CEOs **Tom Williams** and **Dr Ian Nisbet**, Corporate lawyer **Jason Watson** and Patent attorney **Stuart Boyer**. Produced by BioMentoring Australia for Ausbiotech.

Over 100 previous participants have found the day extremely worthwhile. Book via Ausbiotech at: <http://ausbiotech2011.com.au/ProfessionalDevelopment>