

Cloning Advantage

Building Winning Biotech Companies: Real-World Examples

By Ronald C. Trahan

"BioTech Investing" Conference

Nov. 10-11, 2004

Westin San Francisco Airport

What the movers and shakers are saying:



"Time and again, biotech companies have dramatically demonstrated that—while good science is essential—it's not enough to support and expand a biotech company."

Brent Ahrens, Principal
Canaan Partners



"There are many more good ideas than good managers. Too bad: the smaller the biotech company and the more limited its resources, the more immediate is the effect of management."

Standish M. Fleming, Managing Partner
Forward Ventures



"A major challenge for biotechs is to retain significant ownership of its portfolio of promising therapeutics while accessing sufficient capital from investors and corporate partners."

Daniel N. Swisher, Jr., CEO
Sunesis Pharmaceuticals, Inc.



"The perfect biotech CEO must be goal-focused, detail-oriented, over-achieving, socially adept, charismatic, reliable, able to motivate people, and have a high degree of personal integrity."

Jim Tullis, CEO
Tullis-Dickerson & Co.



"Science that permits biotech companies' researchers to labor at the outer limits of knowledge has become increasingly critical to attracting—and keeping—top shelf talent."

Randall E. Woods, CEO
NovaCardia

IS THERE A FORMULA for identifying the perfect biotech CEO? What are the leading-edge biotech business models today? How do biotech companies stay out of trouble with investors? How are biotechs managing their burn rate? What is the acceptable level of compensation for a biotech CEO, and how are companies locking in commitment? How are biotech CEOs being "trained"? What are the current trends among biotechs for structuring alliances and partnerships? How are biotech companies collaborating? What are the successful strategies for surviving the R&D cycle? Is M&A an effective growth strategy going forward?

These topics and more will be discussed in the "Building Winning Biotech Companies: Real-World Examples" panel session at the "Biotech Investing 2004" conference orchestrated by International Business Forum (www.ibfconferences.com), to be held at the Westin San Francisco Airport on November 10-11, 2004.

LEADING VCS WILL GIVE THEIR PERSPECTIVES

Brent Ahrens, who joined Canaan Partners (www.canaan.com) in November 2000, earned BS and MS degrees in mechanical engineering at the Univ. of Dayton and an MBA from the Amos Tuck School of Business at Dartmouth College. He currently serves on the board of directors at CardioVenton, Coapt Systems, DexCom, Novare Surgical, Peninsula Pharmaceuticals, Revivant and UltraGuide.

Stan Fleming, who co-founded Forward Ventures (www.forwardventures.com), currently serves as a director of Ambit, Aventa Biosciences Corp., Converge Medical, Kemia, MitoKor and Sanarus Medical, and is a founding director of Arizeke Pharmaceuticals and Nereus Pharmaceuticals.

Jim Tullis founded Tullis-Dickerson (www.tullisdickerson.com) in 1986. Previously, he led health care investment research at Morgan Stanley, focusing on pharmaceuticals and medical devices. He was voted 14 times to the *Institutional Investor* "All-Star" list of top securities analysts and wrote the first industry report on biotechnology.

IN ADDITION, HEAR FROM SUCCESSFUL BIOTECH CEOs

Dan Swisher joined Sunesis Pharmaceuticals in January 2002 as the company's chief business officer and chief financial officer, and was promoted to CEO in December 2003. Prior to Sunesis Pharmaceuticals, Swisher was senior vice president of sales & marketing for Alza Corp. Under his leadership, Alza's U.S. operations achieved record sales and profit fueled by successful product introductions, as the company was transformed into a fully integrated pharmaceutical company. At Sunesis Pharmaceuticals, Swisher is leading the establishment of a diversified portfolio of development programs, funded internally and in collaboration with global pharmaceutical partners—including Biogen Idec, Dainippon Pharmaceutical Co., Johnson & Johnson PRD and Merck & Co.

Randy Woods is CEO of San Diego-based NovaCardia Inc. Prior to joining NovaCardia in April 2004, Woods had been president and CEO of Corvas since May 1996. Previously, he served as president of Boehringer Mannheim's U.S. pharmaceutical operations from February 1994 to March 1996, and as vice president of marketing and sales from December 1993 to February 1994. Prior to that, Woods served in various sales-and-marketing capacities at Eli Lilly & Co. for nearly 20 years.

SEASONED SESSION CHAIR IS BILL DOMANN

Bill Domann, founder and CEO of The Domann Organization Inc.

(www.domann.net), has been recruiting for the life sciences industry since 1982. His retained executive search firm operates globally from offices in San Diego and San Francisco. Domann's 22 years of recruiting experiences at the upper organizational spectrum—including board member, CEO, president, executive vice president, vice president, COO, CBO, CSO and CMO—give him an insider's perspective about what it takes to secure the rare executive talent necessary to lead biotech companies in this new millennium.

"Life sciences leadership: where is it coming from, which functional areas—business development, R&D—and who are the mentors?" asks Domann, who is uniquely qualified to moderate the panel session, "Building Winning Biotech Companies: Real-World Examples", at IBF's 12th Annual Biotech Investing Conference, November 10-11, 2004, Westin San Francisco Airport, San Francisco, Calif.

To register, contact Regina@IBFconferences.com.

Ronald C. Trahan is president of Ronald Trahan Associates Inc. (www.ronaldtrahan.com), a public relations/investor relations firm that serves big and small companies, both public and private.



William Domann, Jr.
Founder, CEO
The Domann Organization, Inc.

'Bill' Domann will chair the "Building Winning Biotech Companies: Real-World Examples" panel discussion at "Biotech Investing 2004", a national conference for private equity investors in biotech companies, organized by International Business Forum (IBF) (www.ibfconferences.com) in San Francisco, Nov. 10-11, 2004.