

The Les Kilpatrick

Students to Start-ups[®]

Entrepreneurial Skills Training Workshop Series

The 2009 series is composed of seven workshops scheduled between February & May 2009 oriented towards building a student's skills in thinking about and preparing to become a founder or key employee in an investment-grade medical device venture. Each workshop is taught by successful entrepreneurs who enjoy sharing the secrets of their success.

In workshop #1 you will learn:

1. Review the depth and breadth of merger and acquisition activity in the medical device industry over the last ten years and
2. Relay the general sequence and structure of the growth phases that a typical medical device start-up passes through on its march toward a major equity event.

Presenters will site personal examples and insight into the pros and cons of the process so students can begin to gauge how participating in a major liquidity event might impact their career strategy.

About the Presenters:

Greg Ruehle is the CEO of Orange Coast Medical Ventures and has over twenty six years in the medical device arena, having spent a large majority of his time with three major Fortune 500 companies. Mr. Ruehle has been instrumental in six device/bio tech start-ups, four within the US and two abroad.

Ray Cohen is the CEO of Symphony Medical Inc has over 25 years of executive experience in the medical technology field. For the decade prior to 2006, Mr. Cohen served as Chairman and CEO of publicly traded Cardiac Science, Inc. having served in that role during the period of rapid revenue growth and through the company's merger with Quinton Cardiology in late 2005.

Charles Baecker is the Administrative Director for the Don Beall Center at the Merage School of Business and the Director of the Orange County Business Incubation Network. During his over 35 years working for Southern California technology companies, Mr. Baecker has held executive positions in several rapid growth ventures including Wonderware Software where he was part of the team that took the company public; raising a capitalization over \$300 million.

How to Prepare Your Medical Device Company for Acquisition: an Overview

Presented by

Charles Baecker, The Don Beall Center

Ray Cohen, Symphony Medical & Fjord Ventures

Greg Ruehle, Orange Coast Medical Ventures

This series is developed in partnership with



When

February 17, 2009

5:30 pm - 8:00 pm

Location

UCI Student Center

Emerald Bay AB

Cost

Free to UCI students and faculty

Seating limited, please reserve your seat early.

Light dinner will be served.

RSVP

medicaldeviceoverview.eventbrite.com

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All events are:

5:30 pm – 8:00 pm

Pre-event mixer: 5:30 pm onwards

UCI Student Center*

*Seating limited, please reserve your seat early.
Complimentary light dinner will be served.*

2009 Schedule

February 17, 2009

How to Prepare Your Medical Device Company for
Acquisition: an Overview

February 24, 2009

Envisioning Milestones and Achieving Them

March 3, 2009

The Art of Valuation

March 10, 2009

What Makes a Great Investor Pitch

April 8, 2009*

Secrets to Presenting a Winning Investment Pitch

May 5, 2009

Midcourse Corrections

May 12, 2009

Executing the Exit

*Venue for April 8th: Calit2 Auditorium

Visit us at: merage.uci.edu/go/S2S

The University of California at Irvine's Paul Merage School of Business ("UCI") will be videotaping and recording the Students to Start-Ups Workshops, and the videotapes may include the image or likeness of attendees and/or their voice (the "Work"). UCI will make the Work available in the future, in electronic form including, video streaming, video tapes and like medium. By signing up as a Workshop Registrant, I understand that the Student to Start-Ups Workshop will be recorded and hereby release to UCI any and all rights that I may have for UCI to release and otherwise redistribute the Work, for profit or not for profit, in any form and in any manner.

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