



Startup and Early Stage Medical Device Companies: What Every Entrepreneur Needs to Know

February 1, 2006
Silicon Valley Bank

■ Program Description

There are challenges to starting any type of company: choosing the right form of entity; synching the expectations, duties and rewards of founders, advisors and early-in employees; bootstrapping until your first investors appear (the FFFs), then finding deeper and more lasting sources of capital; knowing how much R&D to do (and by whom, and where) until it's time to start productizing; and developing smart strategies for marketing, selling and managing channels.

These challenges are compounded when the company you're creating produces and sells medical devices. Suddenly you face unique intellectual property, regulatory, jurisdictional and revenue-generation issues.

Come hear a panel of seasoned entrepreneurs and their closest advisors tell you what they learned (and wished they'd known) when starting, running or counseling several medical device companies.

■ Agenda

- Networking, Food and Drink 6:00 - 6:30 p.m.
- Welcome, MDG Introduction 6:30 - 6:40 p.m.
 - Upcoming MDG Forums & Events
 - Recognition of Sponsors
- Introduction of Panelists 6:40 - 6:45 p.m.
- Topic Review by Moderator & Panelists 6:45 - 8:10 p.m.
- Questions & Panel Discussion 8:10 - 8:25 p.m.
- Wrap-up 8:25 - 8:30 p.m.

■ Panelists

Jerry Brecher, President/CEO, SuturTek Incorporated, North Chelmsford

Helen Maslocka, Co-Founder/Advisor, MedCool, Inc., Wellesley

Kevin O'Sullivan, President/CEO, Massachusetts Biomedical Initiatives, Worcester

■ Moderator

Howard Zaharoff, Shareholder, Morse, Barnes-Brown & Pendleton, P.C.

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<p>MORSE, BARNES-BROWN & PENDLETON, P.C.</p>	<p>ALVAMED[™]</p>

■ Biographies



Jerry Brecher

Jerry Brecher is co-founder of SutureTek and co-inventor of its core technology. He has led the company from its inception, through product development and two rounds of venture capital fund raising, to commercial launch. SutureTek's safe-suturing devices prevent suture needlesticks and "Suture like a Surgeon™", in open and minimally invasive surgery. SutureTek's first commercial product, the patented 360° Fascia Closure Device™, is the only FDA 510(k) cleared suturing device with the claim "it is designed to aid in the prevention of suture needlestick injuries." As co-founder of Acufex Microsurgical, the pioneer arthroscopy company, he was "present at the creation" of minimally invasive surgery, and as founder, CEO, and chairman of American Surgical Technologies, introduced 3DScope, the first FDA approved three-dimensional video system for laparoscopic surgery. Jerry holds his undergraduate degree from Johns Hopkins, as well as graduate degrees from the University of Pennsylvania and MIT.



Helen Maslocka

Helen Maslocka has developed EPS market-driven strategies for the development and integration of biomedical companies for 25 years. She has worked in corporate development and strategy, marketing, corporate affairs/communications/investor relations positions in biotechnology, medical device and healthcare information technology industries. She has successfully implemented corporate partnering, launch and exit strategies and raised over \$80 million in private capital and served as a key member of three IPO teams. Ms. Maslocka launched the Lasik procedure internationally for Summit Technology. Most recently she served as an advisor to MedCool, a cardioneuro company she co-founded and served as president and CEO from 2002 to 2005. Previously, she served as turnaround president and CEO of CardioFocus, Inc. She also has served in corporate development positions and as a consultant with LeukoSite (purchased by Millennium) and Seragen (purchased by Ligand). Ms. Maslocka holds bachelor's degree from Boston College in biology/psychology and a graduate degree in business from Harvard University.



Kevin O'Sullivan

Kevin O'Sullivan is president and CEO of Massachusetts Biomedical Initiatives, a state-funded incubator for medical device companies in Worcester. Previously he was vice president and director of marketing at the Worcester Regional Chamber of Commerce where he developed and implemented a comprehensive marketing and public relations plan for the 4,000-member business organization. He also served as marketing director for the city of Worcester, where he was charged with the opening of the Worcester Centrum Centre Convention facility. As a member of the board of directors of the Worcester Business Development Corporation, he helped to develop the successful Massachusetts Biotechnology Research Park. He is also a current member of the Worcester License Commission. From 1986 to 1994 he served in the Massachusetts House of Representatives.



Howard Zaharoff

Howard Zaharoff is a shareholder of Morse, Barnes-Brown & Pendleton, P.C. who has practiced for more than 20 years in the areas of intellectual property, technology and business law. Howard has substantial experience in technology acquisition; development, distribution and licensing; joint ventures and strategic alliances; Internet contracts, and many others. He holds a B.A. from Lafayette College, an M.A. and Ph.D. in philosophy from The Johns Hopkins University and a J.D. from Harvard Law School.

■ **MDG Mission**

Founded by entrepreneurs and consultants to foster collaboration and develop new opportunities for medical technology professionals.

■ **MDG Officers**

President	Martin Sklar, Director, Business Development, AlvaMed, LLC
President-Elect	Mark Ettlinger, President, Medical Animation & Design
Secretary	Joyce College, Senior Marketing & Clinical Advisor, Medical Animation & Design
Treasurer	Bruce Horwitz, President, TechRoadmap Inc.
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Board	Jerry Shapiro, President and CEO, Fem-Medical, LLC
Board	Edward Berger, Principal, Larchmont Strategic Advisors

■ **Committee Chairs**

Programming, Co-Chair	Lisa Sasso	lisasasso@comcast.net
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Membership, Co-Chair	Brian Shoemaker.	bshoemaker@hdscentral.com
Membership, Co-Chair	David Coleman	davidcoleman@rcn.com
Marketing Chair, Co-Chair	Sara Dolinsky	sdolinsky@bmtadvisors.com
Marketing Chair, Co-Chair	Mark Kolnsberg	mkolnsberg@cs.com
Sponsorship Chair	Mel Prenovitz	mel@melpren.com

We are always looking for volunteers to help make our forums and networking successful. Please email the chairperson if you would like to get involved with MDG.

■ **Notes**

Medical Development Group

2005/2006 Program Calendar

■ Forum Panels (Silicon Valley Bank, Newton Lower Falls)

2005	September 7	Home Health Care
	October 6	Anticipating the Future of Medical Devices
	November 2	Medical Needs: From the Physician's View
	December 7	Product Design: New Platforms for Development
2006	January 11	Assessing Markets and Competition
	February 1	Corporate Strategy and Organization
	March 8 (<i>New Date</i>)	Investment and Funding of Medical Technology Companies
	April 5	Reimbursement: Coding, Coverage and Payment
	May 3	Human Factors and Patient Safety
	June 7	Bio-Medical (Combination Devices/Drugs)

■ Networking Meetings (Pizzeria Uno, Newton Corner)

2005	July 20	Medical Device Approval Requirements
	August 17	Networking for Consulting
	September 21	Risk Management (FMEA, Design & Product)
	October 19	Contracts (Employee and Consulting)
	November 16	Testing for Early Design Development
	December 21	Impact of Software in Medical Devices
2006	January 18	Power Networking
	February 15	Transitioning to the Medical Technology Fields
	March 15	CE Marking and Design Control Strategies
	April 19	Outsourcing: Design and Manufacturing
	May 17	Outreach: How Can MDG Help You?
	June 21	1st Annual MDG Networking Party

If you are interested in sponsorship opportunities, please contact Mel Prenovitz at mel@melpren.com or at 617-738-6599

■ Upcoming Events

February 15	MDG Networking: Transitioning to the Medical Technology Fields
March 8	MDG Forum featuring Investment and Funding of Medical Technology Companies (<i>Please note new date for the March Forum</i>)

Please pre-register for Forum Panels
For more information, visit www.MedDevGroup.org