

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	Financing a Medical Device Company
	April 5	Reimbursement: Shaping Medical Technology Enterprise Strategy
	May 3	Bio-Medical (Combination Devices/Drugs)
	June 7	Human Factors and Patient Safety

■ 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)
2006	November 16	Testing for Early Design Development
	December 21	Impact of Software in Medical Devices
	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

March 15 Networking Meeting: CE Marking and Design Control Strategies, featuring Stephen Teta.

Mr. Teta is director of engineering services at Instrumentation Laboratory, a leading manufacturer of blood analyzers and other in-vitro diagnostic products, responsible for technical product support, manufacturing engineering and documentation control. He previously held senior management positions at several leading instrumentation manufacturers such as Hologic, Inc., where he was vice president of engineering,

April 5 Forum: Reimbursement: Shaping Medical Technology Enterprise Strategy

A panel will review the basic elements of an effective reimbursement campaign and will explore how reimbursement analysis and planning can contribute to strategy development at every phase of the life cycle of medical technology enterprises. Special consideration will be given to the role of reimbursement intelligence in capital funding decisions, how clinical plans should be integrated with reimbursement planning and how the reimbursement function can be mobilized to support strategic marketing.

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

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Financing a Medical Device Company

March 8, 2006
Silicon Valley Bank

■ Program Description

This forum, entitled "Financing a Medical Device Company," will enable entrepreneurs to gain valuable insights into what it takes to get the funding needed to begin and grow a medical technology startup. A panel of seasoned entrepreneurs and professionals will explain how to bootstrap a company through the startup stages, deal with friends and family in seed rounds, approach angels and VCs, understand today's typical term sheet, and find information about and evaluate other options, including strategic investors and government loans and grants.

■ 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.

■ Moderator

Thomas J. Sherwin, Founder and President, CEO Resources, Inc., Framingham

■ Panelists

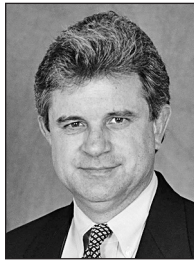
Robert Norton, President, C-Level Enterprises, Inc., Milford

Robert J. Creeden, Managing Director, Center for Innovative Ventures, Partners Healthcare, Boston

Jonathan Gworek, Shareholder, Morse, Barnes-Brown & Pendleton, Waltham

SPONSORS	
	BURNS & LEVINSON LLP

■ **Biographies**



Thomas J. Sherwin

Thomas J. Sherwin, founder and president of CEO Resources, Inc. in Framingham, since 1990, is a nationally recognized expert on and advisor to small enterprise CEOs in the areas of strategy, CEO coaching, succession and board development. Previously, he was the CEO of Surgicot Flexible Packaging, Osteo-Technology and Maasdam PowR-Pull. Mr. Sherwin holds a B.A. in international affairs from Lewis & Clark College and a J.D. from Lewis & Clark Law School. He is a member of the Washington State Bar Association, an associate member of the Massachusetts Bar Association. He is president of New England Chapter of the National Association of Corporate Directors and currently serves on the board of visitors of his law school and the boards of Enefco, Inc. and the Mazie Foundation, while advising several other boards. Previously, Mr. Sherwin was a member of the board of SBANE and of the UMass Dartmouth Family Business Center.



Robert Norton

Robert Norton, president and CEO of C-Level Enterprises has over 15 years as full-time president and CEO of numerous successful companies. Two grew to over \$100 million in annual sales while Mr. Norton was there and one grew from \$0 to over \$1 billion in revenue today. He has helped launch eight startup companies and over 30 products. His experience spans all key disciplines needed to start, grow and exit businesses in several industries. He can provide a breath of experience and perspective across all disciplines that only experienced CEOs can. With 22 total years experience, including former positions as senior software architect, VP engineering and CTO, Mr. Norton can understand both deep technical issues and strategic management issues. He is also a specialist at designing long-term competitive advantage into businesses so profit margins can be maintained and stockholders build sustainable revenue and profits that can justify high multiples on exit.



Robert Creeden

Robert J. Creeden is managing director of the Center for Innovative Ventures (CIV) at Partners Healthcare, where he oversees the creation and launching of new ventures generated from Partners innovative research discoveries. Mr. Creeden has spent more than 25 years commercializing new technologies and promoting emerging businesses, including 15 years early stage venture capital investing experience and culminating in his 2004 appointment by Partners to establish the CIV. Previously, he was a general partner at Egan-Managed Capital, a \$150 million Boston-based venture fund, after having served as vice president of the Massachusetts Technology Development Corporation, a 25-year-old early stage venture firm that funds technology-based companies in Massachusetts. Earlier in his career, he gained strategic operating expertise as a COO/CFO with startup ventures and as a management consultant with Control Data Business Advisors. He holds an AB in economics from Holy Cross College and an MBA from Suffolk University.



Jonathan Gworek

Jonathan Gworek represents public and private companies in a variety of debt and equity financings, including initial public offerings, mergers and acquisitions, and other transactions. In addition, Mr. Gworek has worked extensively with startup and developing companies on general corporate, securities and intellectual property matters, including trademark, copyright and technology licensing. He is a 1985 graduate of Brown University (Sc.B., Applied Mathematics/Biology) and a 1991 cum laude graduate of the University of Connecticut School of Law, where he was a member of the Connecticut Law Review. He is a member of the state bars of Massachusetts and California. Mr. Gworek is an active member of the MIT Enterprise Forum of Cambridge. He is also a judge in the annual MIT \$50K Entrepreneurship Competition. Previously, he was an associate in the corporate department of Bingham Dana LLP, Boston.

■ **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, Chief Technology Officer, Medical Animation & Design
Secretary	Joyce College, Senior Marketing & Clinical Advisor, Medical Animation & Design
Treasurer	Bruce Horwitz, President, TechRoadmap Inc.
Board	David Barone, Principal, Boston MedTech Advisors, Inc.
Board	Sara Dolinsky, Director, Boston MedTech Advisors, Inc.
Board	Lisa Sasso, President, Sasso Solutions
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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Marketing Chair, Co-Chair	Mark Kolnsberg	mkolnsberg@cs.com
Sponsorship Chair	Mel Prenovitz	mel@melpren.com
Outreach Chair	Alan Kivnik	kivnik@rcn.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**