

# Business of Regenerative Medicine 2019

## *Defining and Creating Value*

Register at: [brm2019.hsci.harvard.edu/](http://brm2019.hsci.harvard.edu/)

Location: Harvard Business School, Aldrich Hall

Date: 15-16 July 2019

On July 15 & 16, 2019 at Harvard Business School, join us in exploring how advances in cell and gene therapy, drug development, and bioengineering in regenerative medicine are moving from the lab to the patient – and what it will take to identify real, lasting value for business and society.

Breakthrough technologies are thrilling in their novelty and can be transformative in their application, but regenerative medicine technologies defy the normal paradigms of both business model development and market-potential assessment. How does one 'define value' when considering such a new technology? How does one 'create value' when building a company on a novel platform? In today's market, how does one price such an innovation in different healthcare systems?

At the 12<sup>th</sup> annual Business of Regenerative Medicine: *Defining and Creating Value*, you will engage with CEO's, venture capitalists, experts in biomedical research, and patient advocates to make sense of this complex and shifting landscape. In two days of panel discussions, presentations, and networking, our distinguished speakers will provide insights – as well as guardrails – for navigating the emerging industry of regenerative medicine.

### Agenda

#### Arrival | July 14 WELCOME RECEPTION

Guest speaker: **George Q. Daley, MD, PhD\***, Dean of the Faculty of Medicine, Harvard Medical School

Location: 4:00-6:00 p.m. | Harvard Business School, Spangler Center, Williams Room (*Dr. Daley's remarks begin at 4:30 p.m.*)

#### Day 1 | July 15 DEFINING VALUE

##### Aldrich Hall 112

##### BREAKFAST

8:00-9:00

Opening address:  
9:00-9:30

**OPENING KEYNOTE | A SHARED MISSION: DISCOVERY, DEVELOPMENT, REPEATABILITY, AND COMMERCIALIZATION IN ACADEMIA AND BUSINESS**

**Mark Fishman, MD\***, Harvard (formerly NIBR, MGH)

A shared mission: discovery, development, repeatability, and commercialization in academia and business

Talk  
9:30-10:15 **INVESTING IN TALENT TO SCALE YOUR COMPANY**  
**Sarah Larson\***, Third Rock Ventures

**BREAK**  
10:15-10:30

Panel  
10:30-11:30 **TURNING EARLY SCIENTIFIC VALUE INTO COMMERCIAL VALUE**  
State Government-**Amritha Jaishanker, PhD\***, MD Stem Cell Research Fund  
Academic funds – **Curtis Keith, PhD\***, Blavatnik Accelerator  
Hospital venture – **Roger Kitterman\***, Partners Innovation Fund  
Govt entity – **Keith Thompson\***-UK Cell and Gene Catapult

Panel  
11:30-12:30 **HOW IS VALUE DEFINED BY DIFFERENT TYPES OF INVESTORS?**  
Life Sciences VC – **Amir Nashat, ScD\***, Polaris Partners  
Corporate VC - **Jason Hafler, PhD\***, Sanofi Ventures  
Foundation – **Thomas Needham, MBA\*** Broadview Ventures  
Incubator- **Ann Dewitt, PhD, MBA\***, The Engine, MIT

**LUNCH**  
12:30-1:30

Talk  
1:30-1:40 **INDUSTRY OVERVIEW**  
**Janet Lambert\***, CEO, Alliance of Regenerative Medicine

Panel  
1:40-2:25 **GENERATING VALUE: WHAT DIFFERENT INVESTORS EXPECT**  
Moderator: **Janet Lambert\***  
Financial markets: **Whitney Ijem\***, Guggenheim Securities  
Big pharma: **TBA**

2:25-2:30 **INTRODUCTION OF ARM AND ECONOMIC IMPACT STUDY**  
**David Smith\***, Of Counsel, Pepper Hamilton LLP

Panel  
2:30-3:30 **MEASURING VALUE – DEVELOPING A MACROECONOMIC MODEL TO UNDERSTAND POTENTIAL IMPACT OF CELL AND GENE MEDICINE ON HEALTHCARE SYSTEMS**  
Moderator: **Morrie Ruffin\***, Alliance for Regenerative Medicine  
Harvard Business School: **Amitabh Chandra, PhD\***, HBS  
Pfizer Healthcare Innovation Center- **John Doyle, Dr.PH, MPH\***  
Harvard Pilgrim Healthcare – **Michael Sherman, MD\***  
Evidera - **Eric Faulkner, MPH\***  
Pepper Hamilton, LLP – **David S. Smith, J.D.**

**BREAK**  
3:30-3:40

Closing address:  
3:50-4:30 **LEADERSHIP IN HIGH-RISK ENVIRONMENTS**  
**Nancy Koehn, PhD\***, HBS

**Move to HBS Spangler Center | Williams Room**

## RECEPTION

5:00-6:00

## DINNER

6:00-8:00

### PERSPECTIVES ON A DISEASE | RESEARCHER AND PATIENT ADVOCATE

**Jayaraj Rajagopal, MD\***, (MGH, CF researcher)  
and **Joan Finnegan Brooks\*** (CF patient advocate)

## Day 2 | July 16

### CREATING VALUE (case studies)

## Aldrich Hall 112

## BREAKFAST

8:00-9:00

Opening Address

9:00-9:30

### TINY TECHNOLOGIES: BIG IMPACT

**Sangeeta Bhatia, PhD\***, MIT/BWH

Talk

9:30-10:00

### SUITING TECHNOLOGY TO BUSINESS MODEL AND FINANCING

**Luk Vandenberghe, PhD\***, MEEI – Akouos, GenSight, Odylia

Talk

10:00-10:30

### THE STEPS FROM ACADEMIC STUDIES TO SRA TO VENTURE INCUBATION TO PUBLIC COMPANY

**Jason Gardner, PhD\***, CEO, President and Co-Founder, Magenta Therapeutics

## BREAK

10:30-10:45

Talk

10:45-11:15

### WHY REPLACE CELLS WHEN YOU CAN TURN THEM ON OR OFF?

**Albert Edge, PhD\***, MEEI– Decibel Therapeutics

Talk

11:15 – 11:45

### WHY USE CELLS WHEN YOU CAN USE THEIR OUTPUT?

**Steven Stice, PhD\*** – ArunA Biomedical

Panel

11:45-12:30

### VALUE OF IN VITRO MODELS

**Vik Khurana, PhD\***, BWH – Yumanity (*cells in a dish*)

**Geraldine Hamilton, PhD\***, – Emulate (*organ on a chip*)

**Mark Skylar-Scott, PhD\***, Lewis Group, Harvard – bioprinting and organoids (*vascularizing 3D models*)

## LUNCH

12:30 – 1:30

Discussion  
12:45 – 1:15

**THE PROSPECTS FOR iPS-BASED THERAPIES-THE VIEW FROM  
THE US AND JAPAN**  
**Marcie Glicksman, PhD\***, Orig3n  
**Hiroto Bando, PhD\***, FujiFilm

Panel  
1:30 – 2:45

**HOW DO BIOMATERIALS WORK WITH CELLS AND GENES TO  
PROVIDE BETTER SOLUTIONS?**  
**Dan Anderson, PhD\***, MIT – Microencapsulation for Immune Protection  
**Jennifer Elisseeff, PhD\***, Johns Hopkins – Tissue regeneration  
**Paula Hammond, PhD\***, MIT

Talk  
2:45 – 3:15

**THE CEO'S PERSPECTIVE**  
**Geoff MacKay\*** Lessons learned from running a cell therapy company  
(Organogenesis), and launching a gene therapy company (AvroBio)

Closing Address  
3:15 – 4:00

**THE FUTURE OF REGENERATIVE MEDICINE – THE INTERSECTION  
OF GENETIC ENGINEERING AND CELL THERAPY**  
**George Church, PhD\***, Harvard Medical School

\* = confirmed participation