

# Business of Regenerative Medicine 2019

## *Defining and Creating Value*

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: TBD | Late afternoon

#### 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

REGISTER NOW AT: <https://brm2019.hsci.harvard.edu>

Talk  
9:30-10:15 **BUILDING A RESILIENT COMPANY**  
**Sarah Larson\***, Third Rock Ventures

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

Panel  
10:30-11:30 **TURNING EARLY SCIENTIFIC VALUE INTO COMMERCIAL VALUE**  
Moderator – (Charles River Labs?)  
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?**  
Moderator – (Charles River Labs?)  
Life Sciences VC – **Amir Nashat, ScD\***, Polaris Ventures  
Corporate VC - **Jason Hafler, PhD\***, Sanofi Ventures  
Foundation – **Chris Colecchi, MPH\***, Broadview Ventures  
Incubator- **Ann Dewitt, PhD, MBA\***, The Engine, MIT

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

Talk  
1:30-1:35 **INTRODUCTION OF ARM AND ECONOMIC IMPACT STUDY**  
**David Smith\***, Of Counsel, Pepper Hamilton LLP

1:35-1:45 **INDUSTRY OVERVIEW**  
**Janet Lambert\***, CEO, Alliance of Regenerative Medicine

Panel  
1:45-2:30 **GENERATING VALUE: WHAT DIFFERENT INVESTORS EXPECT**  
Moderator: **Janet Lambert\***  
Financial markets: **Reni Benjamin, PhD\***, Raymond James Co.  
Big pharma: Co with RM unit – **Stefan Wildt, PhD\***, Takeda

Panel  
2:30-3:30 **CAPTURING VALUE – PRICING A CURE FOR THE GOOD OF SOCIETY**  
Moderator: **Morrie Ruffin\***, Alliance for Regenerative Medicine  
Harvard Business School: **Amitabh Chandra, PhD\***, HBS  
IQVIA - **Adrian McKemey, PhD** or **John Doyle, Dr.PH, MPH\***  
Harvard Pilgrim Healthcare – **Michael Sherman, MD\***  
Evidera - **Eric Faulkner, MPH\***

**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

**CREATING VALUE THROUGH CONVERGENCE OF DISCIPLINES**  
**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*)  
**Kimberly Homan, PhD\***, Lewis Lab, 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  
TBA, 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