

Instructor: Yongmin Kim, Professor of Bioengineering and EE
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 Paul Budak, Encompass Ventures, pbudak@u.washington.edu

Office Hours: Paul Budak: 6:20 p.m. – 6:50 p.m. Mondays and Wednesdays
 Yongmin Kim: 11:00 a.m. – noon Saturdays

Key Volunteer: Scot Land, Encompass Ventures,
scot@evpartners.com

Credits: 4 credits

Time: 4:30 - 6:20 p.m. Mondays and Wednesdays
 EE/CSE, Room 037

Note: No sitting-in will be allowed.
 Only students registered for the course can attend the lectures

Grading: **20% on homework assignments and attendance**
40% on projects
40% on Final Examination on 14/03/05

Class & Date	Topics	Instructors/Lecturers Materials & Assignments
Class 1 Jan. 3, 2005	Introduction <ul style="list-style-type: none"> • Goals and expectations • Class content and structure • Requirements of course • Case Study #1 	Paul Budak, MS <i>Partner, Encompass Ventures</i>
	Experiences in Commercialization <ul style="list-style-type: none"> • Case Study #2 	David Reuter, MD, Ph.D. <i>CMO Cardiac Dimensions</i>
	Project assignment #1: 3-minute pitch	
Class 2 Jan. 5, 2005	Product Development Process and System Engr.	Yongmin Kim, Ph.D. <i>Professor, UW Bioengineering/EE</i>
	Homework assignment #1 – Product development and system engr. report	
	Reading assignment #1: Chapters 2-3 of book "Systems Engineering" by Walter Beam	

Class 3 Jan. 10, 2005	Product Development Process and System Engr.	Yongmin Kim, Ph.D. <i>Professor, UW Bioengineering/EE</i>
Class 4 Jan. 12, 2005	Three-minute elevator presentation	Each student – 3 min/ea
	Experiences in Commercialization <ul style="list-style-type: none"> • Case Study #3 	Tech Entrepreneur #3
Class 5 Jan. 19, 2005	Experiences in Commercialization <ul style="list-style-type: none"> • Case Study #4 Business Models <ul style="list-style-type: none"> • Description/analysis of different models • Revenue Models • Return on investment 	Andy Sack, MBA <i>CEO & co-founder, Judy's Book</i>
	Experiences in Commercialization <ul style="list-style-type: none"> • Case Study #5 	Mark Reisman, MD <i>Swedish Medical Center</i>
Class 6 Jan. 24, 2005	Market Analysis <ul style="list-style-type: none"> • Industries • Segmentation • Sizing 	Taunya Sell <i>Ragen MacKenzie</i>
Class 7 Jan. 26, 2005	Market Analysis <ul style="list-style-type: none"> • Selecting target markets • Market strategies 	Sherril Small <i>Managing Partner CJS LLC</i>
	Team Formation and Assignment (20 minutes) <ol style="list-style-type: none"> 1. Analyst Report project 	Yongmin Kim, Ph.D. <i>Professor, UW Bioengineering/EE</i> Paul Budak, MS <i>Partner, Encompass Ventures</i>
Class 8 Jan. 31, 2005	Product Marketing	Wayne Wager, MBA <i>Partner, Encompass Ventures</i>
Class 9 Feb. 2, 2005	Sales	Pat McNiff <i>One Accord</i>

Class 10 Feb. 7, 2005	Intellectual Property Strategies	Chris Somogyi <i>Somogyi Ventures</i>
	Negotiation/Mergers & Acquisitions	Jeff Sussman <i>Senior Associate, Cascadia Capital's M&A practice</i>
Class 11 Feb. 9, 2005	Class Presentations – Analyst reports	
Class 12 Feb. 14, 2005	Strategic Planning and Management	Scot Land <i>Partner, Encompass Ventures</i>
	Experiences in Commercialization <ul style="list-style-type: none"> • Case Study #6 	Scot Land <i>Partner, Encompass Ventures</i>
Class 13 Feb. 16, 2005	Financial Analysis <ul style="list-style-type: none"> • Add-on to last quarters work • Preparation for assignment 	TBD
	Team Formation and Assignment <ul style="list-style-type: none"> • Business Unit proposal • Acquisition proposal 	
Class 14 Feb. 23, 2005	Experiences in Commercialization <ul style="list-style-type: none"> • Case Study #7 	Tech Entrepreneur #7
Class 15 Feb. 28, 2005	Business problems/resolutions <ul style="list-style-type: none"> • Crisis management 	Doug Brown <i>President of Utility Inc., Director of Smashing Ideas and Flytrap</i>
	Business Life Cycle <ul style="list-style-type: none"> • Growth • Reorganization 	TBD

Class 16 Mar. 2, 2005	Experiences in Commercialization <ul style="list-style-type: none"> • Case Study #8 	Tech Entrepreneur #8
	Corporate Governance <ul style="list-style-type: none"> • Board of Directors • Scientific Advisory Board 	Jim Garrison <i>National Association of Corporate Directors (NACD)</i>
Class 17 Mar. 7, 2005	Class Presentations – Proposals	
Class 18 Mar. 9, 2005	Financing <ul style="list-style-type: none"> • Venture Capital / Private Equity • Term sheets 	Dan Rosen <i>Frazier Technology Ventures</i>
	Wrap-up and course evaluation by students	Yongmin Kim, Ph.D. <i>Professor, UW Bioengineering/EE</i>
Final Exam Mar. 14, 2005	4:30 - 6:20 p.m.	Yongmin Kim, Ph.D. <i>Professor, UW Bioengineering/EE</i>