

omics • *I*₂C trek



ALAN HAUSER

Commercializing Innovative
Genomic Tools - My Story

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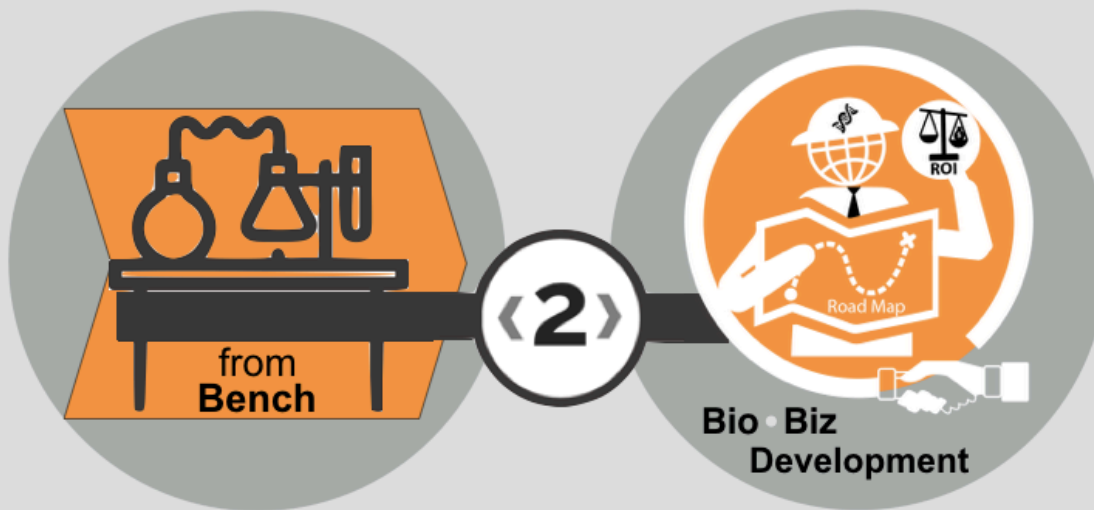
omics•*I*₂*C*[^] trek

[^]*I*nnovation to *C*ommercialization



omics•I₂C[^] trek

Backstory




with intellectual property (IP) law serving as my stepping stones



“

INNOVATION IS
THE **POINT** WHERE
BUSINESS &
IMAGINATION
CROSS PATHS TO
FORM A **NEW** REALITY

”



*...but a new reality
of **I₂C**[^] does not
come without its
dips & challenges*

[^]**I**nnovation to
Commercialization

The heroic journey map



From Stanford business school professor Michael Ray's books **"The Path of the Everyday Hero"** and **"Creativity in Business"**

The heroic journey map

preparation

frustration

incubation



strategizing

creative c^{ore}

verification

illumination
(aka breakthrough)

*finding the creative core
to resolve **I₂C** challenges*

Michael Ray's
"Everyday Hero" &
"Creativity in Business"

... & this transformational
path also parallels Joseph
Campbell's mythical process in
"The Hero with a Thousand Faces."

WHAT

- omics • **I₂C**[^]

[^]**I**nnovation to
Commercialization

WHY

- for Patients &
Shareholders



WHO

- Bio • Biz
Developer

HOW

- Leadership

WHY

- *for Patients &
Shareholders*



WHO

- *Bio•Biz
Developer*

HOW

- *Leadership*

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WHAT

Spearheading Bio•Business Development

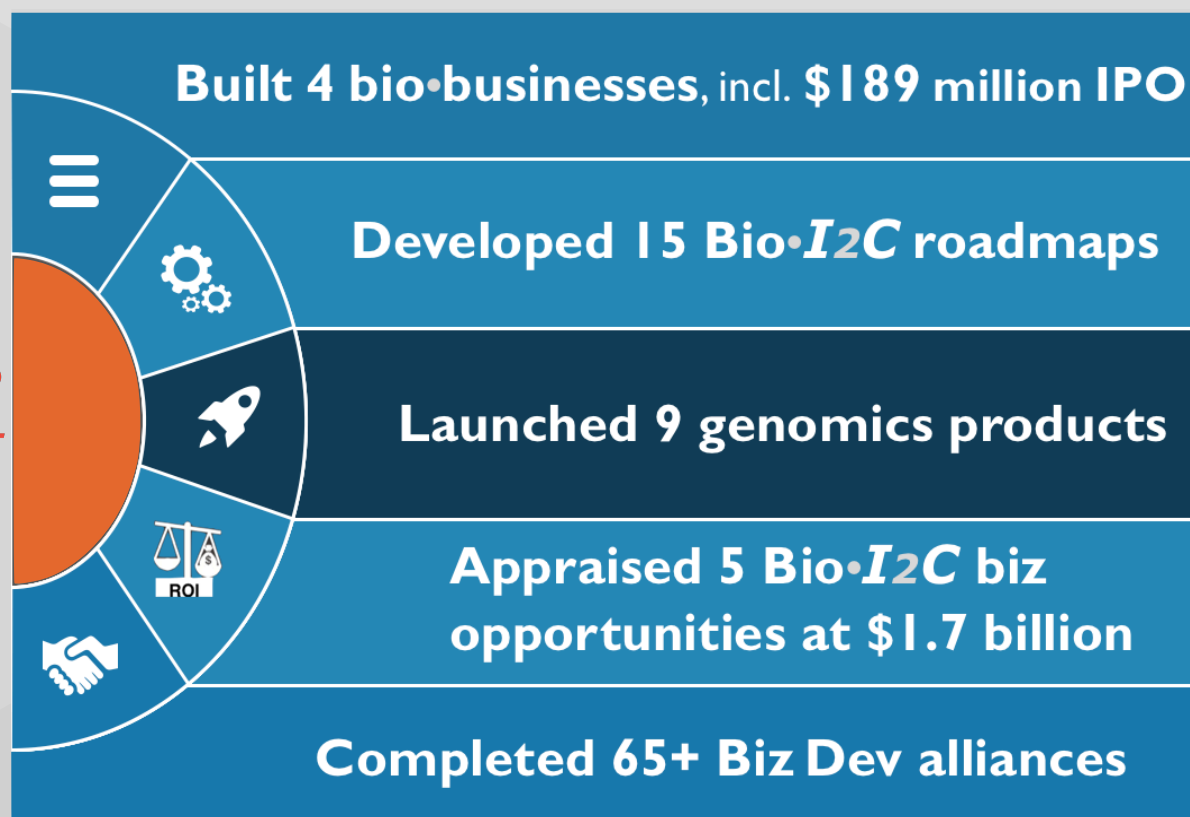


... with a **competitive advantage** by having done deals at each of the **4 sides** of the business development negotiation table



*Innovation to
Commercialization*

My Omics Innovation to Commercialization (**I₂C**) Wins



WHAT

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[^]**I**nnovation to
Commercialization

WHY

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WHO

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Developer

HOW

- Leadership

Bio•Business Developer

WHO



Strategic
Planning

Bio•Business Developer

WHO



Strategic
Planning



Prospecting
& Appraising

Bio•Business Developer

WHO



Strategic
Planning



Prospecting
& Appraising



Negotiating
& Partnering

WHAT

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[^]**I**nnovation to
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HOW

- Leadership

WHO

- Bio • Biz
Developer

omics•**I₂C** Business Development

HOW



by sporting broad
cross-functional hats

omics•**I₂C**

HOW



IMPACT



CAMARADERIE



EXCELLENCE

Bio•Biz Dev

Leadership

via ICE

WHAT

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[^]**I**nnovation to
Commercialization

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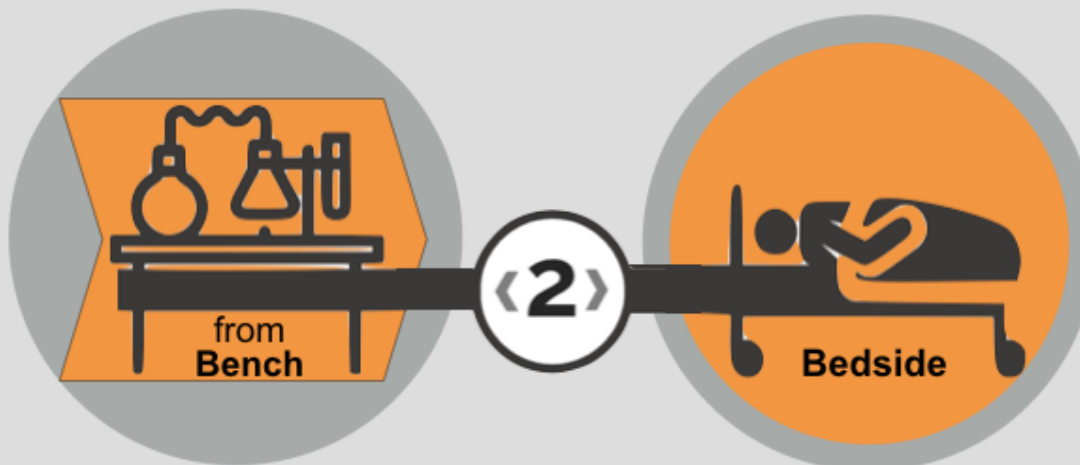
HOW

- Leadership

omics·I₂C

WHY

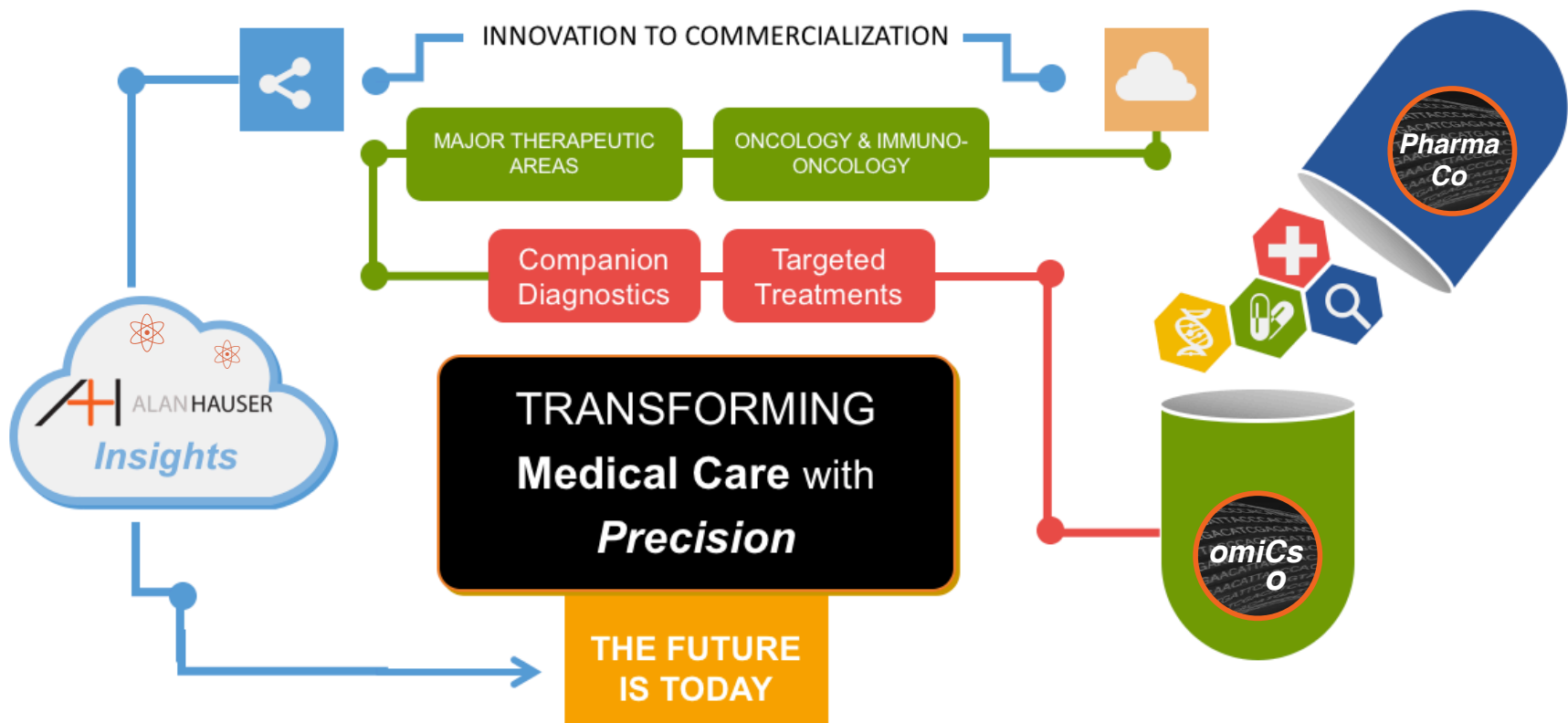
getting the patient the *right* drug at the *right* dose at the *right* time



based on the patient's unique *genetic* makeup



Precision Care
for Patients



WHAT

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[^]**I**nnovation to
Commercialization

WHY

- for Patients &
Shareholders



WHO

- Bio • Biz
Developer

HOW

- Leadership

Synergistic value creation ...

WHAT

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WHO

- Bio • Biz
Developer

WHY

- for Patients &
Shareholders

HOW

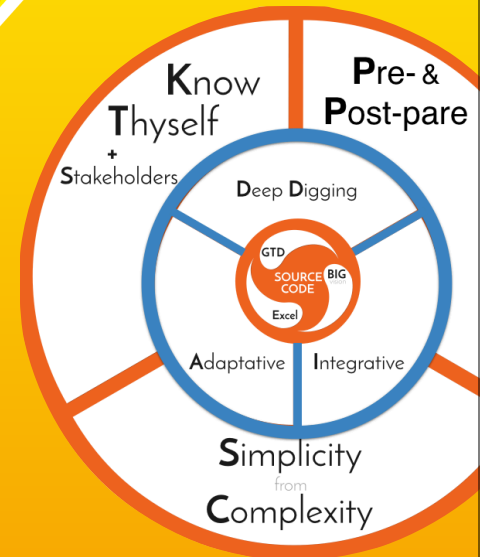
- Leadership

... where “the **whole is greater** than the sum of its parts” - Aristotle

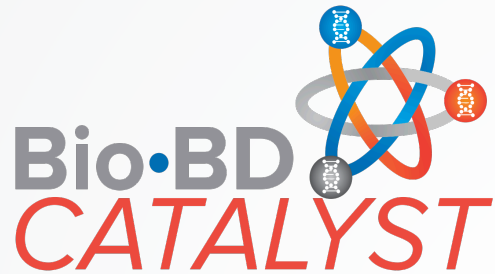
Catapulting omics • I_2C^{\wedge}

via Zoom Visioning &
Bio•Biz 'ICE' Leadership*
to address profitable
growth challenges

*See the 'Operating System' section for more details



I_2C^{\wedge} Innovation to
Commercialization



boosting I_2C^{\wedge} ,
corporate growth &
creating shareholder value

$^{\wedge}$ omics •
***I**nnovation to
Commercialization*



Alan Hauser

Bio•Biz♦Developer

Commercializing  mic tools

to enable tomorrow's treatments



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ALAN HAUSER

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