MERAGE INSTITUTE

Life Sciences

MEDICAL DEVICES

2014

October 19th – 31st

Welcome from the Merage Institute CEO and Executive Director

Dear Participants,

I would like to welcome you to the US-Israel Innovation Bridge Executive Leadership Program for the Israeli executives. Over the past years we have had the privilege and honor of sharing this program with more than 420 Israeli executives who have become Merage fellows.

For me and my family this has been a wonderful and rewarding experience. We have met some of Israel's best and brightest and have established warm friendships with many. But the most rewarding to us has been the response we have received from the executives who have, in many cases, found the two weeks they have spent here "a life changing experience."

We have now further enhanced this program based on comments and observation of the previous fellows. It has been carefully and painstakingly constructed to provide you with real life, practical tools to enhance your strategic understanding of the American market.

I am personally looking forward to meeting you in the coming weeks and welcoming you to the program and to our home.

Paul Merage

CEO and Executive Director
Merage Institute

Welcome from the US-Israel Innovation Bridge, Program Director

Dear Participant:

On behalf of Katherine, Paul, and Lilly Merage I am pleased to send you the schedule for the Merage Institute's Business Leadership Training Program, which will take place **October 19-31, 2014** in California.

The faculty is amongst the best in the United States. You will train with top business school professors, respected CEOs, and leading practitioners. You will also have the opportunity to learn from business experiences of community leaders over evening dinners.

You will find all the pre-reading material and other useful information at the Merage Institute's Website: www.merageinstitute.org. We have planned some leisure activities for you, but your schedule will be intense during both weeks. The schedule below is divided into carefully integrated modules ranging from general marketing to business development principles and strategies applicable to the US market. All sessions will take place at the **Hotel** conference room. Evenings will be informal. Dinners will be generally hosted in private homes, and will be followed by discussions with top leaders in the community.

Throughout the program you will be staying at the Irvine Hotel 17900 Jamboree Rd, Irvine, CA 92614, (949) 230-4452 Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **October 19** at **18:30** we will meet at the Lobby of the hotel.

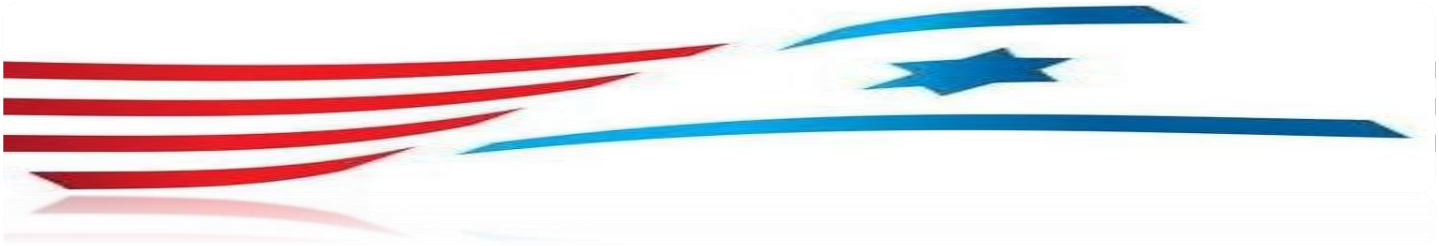
All daytime sessions will be held at **the Hotel**. Dress for days and evenings will be business casual. Pack work-out clothes if you desire to exercise. It could get cool, particularly at night, so bring a light jacket or sweater. Please let us know in advance if you require special dietary meals.

Breakfast during the week will be at 7am. Morning sessions will start promptly at **8am**. *Most evenings we will meet directly outside the hotel.* Vans will pick us up and take us to dinner and evening sessions. Pick up times will be **promptly at 6:30 p.m**.

If you have any further questions about the program, please feel free to contact us:
Yishay Aizik (yaizik@merageinstitute.org) Israel: 03-7229878 California: 949-7017576
or Kristie Eidlhuber (KEidlhuber@merageinstitute.org).

We look forward to your visit.
Sincerely,

Yishay Aizik,
Executive Director
Merage Institute,
US-Israel Innovation Bridge



Week One: Oct. 19- 25, 2014

	Morning	Afternoon	Evening
Sun 19	Arriving to Irvine checking in at the Hotel Irvine		**18:30pm** Welcome Dinner at **Capital Grill** with Paul Merage and Faculty
	Breakfast: HOTEL	Lunch: HOTEL	
Mon 20	**08:00-12:00** **Nathan Miller -** developing a strategic communications plan, crisis communication	**13:00-17:00** **Presentation skills fine tuning** Joel Calvo	18:00 - 20:00 VIP Reception at the Hotel Irvine
	Breakfast: HOTEL	Lunch: HOTEL	
Tues 21	**08:30 - 10:00** Chairman's Breakfast with Michael Mussallem **10:00 – 12:00 Angels Investments** Tech Coast Angels **12:00 - 13:30** Luncheon - Innovation in Practice with Matthew Jenusaitis	**14:00 - 14:30** E&Y State of the Industry Report with Kim Letch **14:30 - 15:20** Mega Consolidation: Trend or Cycle with Dana Mead **15:25 - 16:15** Panel - Financing Opportunities & Strategies **16:45-18:00** The Next Big Thing: Company Presentations	**18:00 - 19:30** Cocktail & Networking Reception **19:00- 21:30** **Dinner at Hotel Irvine** Presentation by **Mitchell Brin** Chief Scientist, Allergan The Story of Botox
	Breakfast: HOTEL	Lunch: HOTEL	
Wed 22	**08:00 - 09:00** Keynote - Making Your Clinical Trials Fruitful with Vicki Anastasi **09:00 - 10:00** Panel - 2016 Election Preview: The Future of Life Science Regulation **10:30 - 11:30** Concurrent Panel Discussions - Protecting Intellectual Property in Competitive Market *Life Science Exit Opportunities **11:30 - 12:30** Concurrent Panel Discussions -Building a Medical Device Company for Less Than $10 Million *Wearables and Wireless Technology	**12:50 - 13:45** Keynote Luncheon - Healthcare 2050: Looking Forward To with Richard Henson **14:00 - 15:00** Keynote - Healthcare Delivery: A Discussion with Hospital CEOs with Kevin Wijayawickrama **15:00 - 16:00** Keynote - World Health: The Gates Foundation **16:00 - 16:15** Closing Remarks **16:15 - 1:15** Reception	**19:00** Dinner hosted by: Lilly & Paul Merage
	Breakfast: HOTEL	Lunch: HOTEL	
Thurs 23	**08:00-12:00** **Excel for executives** Thomas Eppel	**12:00-14:00** **Fundraising in Sylicon Valley** Gil Ben Artzy **14:00-17:00** **Market Strategy updates** Andrei Soran	**19:00** Dinner hosted by: Kameron and Deborah Siminou Presentation by Ashwin Rangin
	Breakfast: HOTEL	Lunch: HOTEL	
Fri 24	**8:00-12:00** **Strategic networking** Bruce Money	**13:00-17:00** **Strategic networking** Bruce Money	**18:00** Dinner hosted by: University synagogue
Sat 25	*Rest or free time for shopping/sightseeing/ exercise*		19:30 – community event

Week Two: Oct. 26-31, 2014

	Morning	Afternoon	Evening
Sun 26		11:30 Beach Party @ The Aronoff's	Rest or free time for shopping/sightseeing/ exercise/dinner
	Breakfast: HOTEL	Lunch: HOTEL	
Mon 27	**08:00-12:00** **Negotiation** Lisa Barron	**13:00-17:00** **Negotiation** - continued Lisa Barron	**19:00** Dinner hosted by Katherine Merage Presentation: Joe Kiani
	Breakfast: HOTEL	Lunch: HOTEL	
Tues 28	**08:00-12:00** **Marketing Presentation** Imran Currim	**13:00-17:00** **Marketing Presentation** Imran Currim	**19:00** Dinner hosted by Sue and Ralph Stern
	Breakfast: HOTEL	Lunch: HOTEL	
Wed 29	**08:00-12:00** **Marketing Presentation** Imran Currim	**12:00-13:30** **Lunch and Presentation** Gora Datta, CEO & Chairman of CAL2CAL	**13:30-17:30** **Octane – investment risk evaluation**
	Breakfast: HOTEL	Lunch: HOTEL	**19:00** Dinner hosted by Molly and Israel Weinberg Keynote Speaker Dr. Rick Afable
Thurs 30	**08:00-13:00** **Effectiveness and Leadership** Alan Sellers	**13:00-17:00** **Branding** Sasha Strauss	**19:00** Graduation and Farewell Dinner at the Island Hotel hosted by Paul and Lilly Merage
	Breakfast: HOTEL	Lunch HOTEL	
Fri 31	**09:00-13:00 TBA** Edwards Lifesciences tour/lunch	- THE END –	

Module Details

Monday, October 20, 2014

MODULE: Strategic Communications Planning & Crisis Communication
Nathan Miller
Monday, October 20, 08:00-12:00

MODULE: Presentation Skills Fine Tuning
Joel Calvo
Monday, October 20, 13:00-17:00

Module Description:
Creating Your Elevator Pitch:
An elevator speech is an elevator statement that is indispensable tool for promoting you and your business. It is as essential as your business card. What is an elevator speech? Simply put, it is a concise, carefully planned, and well-practiced description about you and your company that your mother should be able to understand in the time it would take to ride up an elevator. In this session you will learn to write and present your personalized Elevator Speech.

Tuesday, October 21, 2014

Angels Investments
Tech Coast Angels
Thursday, October 23, 10:00-12:00

Luncheon- Innovation in Practice
Matthew Jenusaitis
Tuesday, October 21, 12:00-13:30

E & Y State of the Industry Report
Tuesday, October 21, 14:00-14:30

Mega Consolidation: Trend or Cycle
Dana Mead
Tuesday, October 21, 14:30-15:20

Panel- Financing Opportunities and Strategies
Tuesday, October 21, 15:25-16:15

The Next Big Thing: Company Presentations
Tuesday, October 21, 16:45-18:00

Wednesday, October 22, 2014

Making Your Clinical Trials Fruitful
Vicki Anastasi
Wednesday, October 22, 08:00-09:00

Panel- 2016 Election Preview: The Future of Life Science Regulation
Wednesday, October 22, 09:00-10:00

Concurrent Panel Discussions- Protecting Intellectual Property in Competitive Market *Life Science Exit Opportunities
Wednesday, October 22, 10:30-11:30

Concurrent Panel Discussions- Building a Medical Device Company for Less Than $10 Million *Wearables and Wireless Technology
Wednesday, October 22, 11:30-12:30

Keynote Luncheon- Healthcare 2050: Looking Forward To
Richard Henson
Wednesday, October 22, 12:50-13:45

Keynote- Healthcare Delivery: A Discussion with Hospital CEO's
Kevin Wijayawickrama
Wednesday, October 22, 14:00-15:00

Keynote- World Health: The Gates Foundation
TBD
Wednesday, October 22, 15:00-16:00

Thursday, October 23, 2014

MODULE: Excel for Executives
Thomas Eppel
Thursday, October 23, 8:00-12:00

MODULE: Fundraising in Sylicon Valley
Gil Ben Artzy
Thursday, October 23, 12:00-14:00

MODULE: Market Strategy Updates
Andrei Soran
Thursday, October 23, 14:00-17:00

Friday, October 24, 2014

MODULE: Strategic Networking
Bruce Money
Friday, October 24, 08:00-12:00 & 13:00-17:00

Module Description:
This module focuses on networking in a strategic sense; that is, how to form and utilize connections with people for successful entry and growth. As the saying goes, it's not *what* you know, it's *who* you know. When it comes to networks, it's sometimes *how* you know them as well. In the vast market of the U.S., learning the strategic aspects of forming the right kinds of relationships is important to success of Israeli ventures in America. Through case studies, simulations, and other examples, we review and explore the frameworks that govern how action-oriented networks are formed and maintained. Participants will analyze various types of networks and their relevance to Israelis (e.g., product- or service-oriented, community, Jewish leaders, professional, etc.). You will also identify and discuss strategies relevant to Israeli business operating in U.S. regarding creating and sustaining networks. Learning how networks operate demonstrates that, as in many areas of business, advantage may not go to the one with the most resources, but rather to the one who knows what's going on.

A few pre-readings and a case for this course will be sent to you by the Merage Foundation. Dr. Money will give you other articles at the seminar.

Pre-Readings *(Please read before the module begins.)*
"How Leaders Create and Use Networks," by H. Ibarra and M. Hunter, *Harvard Business Review,* January 2007.
"A Blueprint for Constructing a Personal and Professional Network," by T. Krattenmaker, *Harvard Management Communication Newsletter,* April 2002, Harvard Business School Publishing.
"Heidi Roizen," Harvard Business School Case 9-800-228, by Nicole Tempest, 2000, Harvard Business School Publishing. This is a case study about a successful venture capitalist in Silicon Valley who is a very active networker
Please read through the case and prepare to discuss the following questions:
1. What are the strengths of Roizen's network as we see it at the end of the case? The weaknesses?
2. What specific steps did Roizen take to develop her network? To maintain it?
3. What strategic lessons can you apply from Roizen's experience to your own networking efforts for marketing, financing and other help?

Seminar Outline
8:00-12:00 The Nature of Networking Concepts

- The “small world” phenomenon
- Networking vocabulary
- Strong vs. weak ties
- The power of “structural ho

Networking Tools
- Types of networks
- Building and managing your network
- Currencies of network exchange (the right kind of reciprocity)
- Avoiding the “top dog” syndrome

Networking Vehicles
- Wider-scope networks (community, government, etc.)
- Cross-cultural networking considerations
- Specific networking help for Israeli companies in the U.S.
- Strategic blogging

1:00-4:30 Putting Networks to Work for Your Business
- Industry examples of how networks have assisted businesses in U.S.
- Harvard and other case study examples from Israel companies
- Hypothetical mini-cases for networking strategies in various business stages of start-up, growth, etc.

Presenting Your Own Strategic Networking Plan
Based on course learning tools, participants will formulate and present briefly (seven minutes or so) a strategic networking plan for preferably an actual business for a specific business need or situation (marketing, capital, etc.).
Questions to be considered include:

1. Who are the types of people you eventually need to contact?
2. Through what strategic network will you contact them?
3. What will you specifically do to make contact and follow up?

As a class we will listen to the plans, provide feedback, etc.

Other Readings
Business Press/Newspaper Articles (to be distributed in class)
“The Power of Networks,” special issue of *Forbes*, May 7, 2007 (selected articles)
“How to Network—And Enjoy It,” *Fortune,* April 4, 2005
“Passengers Are Cleared to Network about the Cabin,” *New York Times,* September 14, 2004.
“The Fine Art of Following Up,” *Business Week,* October 21, 2002.
“Bridging the Gap,” *Entrepreneur*, November, 2004.
Academic Articles (for perusal only—to be distributed in class)

"Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration," by R. Cross, S. Borgatti, and A. Parker, *California Management Review,* Winter 2002.
"Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan," by B. Money, M. Gilly and J. Graham, *Journal of Marketing,* October 1998.
Other Harvard/Stanford Readings (Recommended for further reading—can be ordered online from HBS Publishing website, www.hbsp.com
"Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation" by Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen, 2011, in *The Innovator's DNA,* Harvard Business School Publishing.
"A Note on Social Networks and Network Structure" by Jeffrey Pfeffer, 2008, Stanford Business School, available from Harvard Business School Publishing.
"How to Build Your Network" by Brian Uzzi and Shannon Dunlap, *Harvard Business Review,* December 2005, Harvard Business School Publishing.
"Are You Ready to Get Serious About Networking?" by S. Parker, *Harvard Management Communication Newsletter,* February 2003, Harvard Business School Publishing.
"The Science of Networking," by L. Gary, *Harvard Management Update,* January 2004, Harvard Business School Publishing.
"Note on Industry Peer Networks," by S. Sgourev, 2002, Stanford Business School, available from Harvard Business School Publishing.
"Can a Shy Person Learn to Network?" by H. Ibarra, *Harvard Management Update,* September 1996, Harvard Business School Publishing.

Books on Networking (Recommended for further reading—can be ordered online at www.amazon.com or from other booksellers)
The Hidden Power of Social Networks, by R. Cross and A. Parker, 2004, Harvard Business School Press, ISBN: 159139270.
Power Networking, 2nd Edition, by D. Fisher, S. Vilas, 2000, Bard Press, ISBN: 1885167474.
Hidden Assets: Harnessing the Power of Informal Networks, by C. Ehin, 2004, Springer-Verlag Telos, ISBN: 1402080816.

Monday, October 27, 2014

MODULE: Negotiations
Lisa A. Barron, Ph.D., MBA
Monday, October 27 08:00-12:00 & 13:00-17:00

Module Description:
The purpose of this Module is to provide opportunities for participants to develop their negotiating abilities for use in organizational and other settings.

The Module is premised on the assumption that negotiating concepts are best learned through practice grounded in rigorous analysis and reflection. Theoretical principles and concepts from various reference disciplines (such as social psychology, sociology, and economics) will be presented through lectures and readings, with the focus primarily on improving practical skills through participation in simulations.

Participants will not only learn to enhance their individual abilities in dyadic and group situations, but also to analyze contexts for the most effective application of these skills.

Negotiation Curriculum:

1. What is negotiation?
2. What is a negotiation issue?
3. Distributive vs. Integrative Negotiations
4. Interests and Positions
   - explanation
   - exercises (these will involve generic situations)
   - wide application of interest and position concepts
5. Additional negotiation concepts
   Negotiation Issues
   BATNA
   Target
   Reservation price
6. How to prepare - introduction to the prep sheet
7. Negotiation simulation
   - prepare in dyads
   - negotiate in dyads (privately)
   - group debrief
8. "Informal" negotiations – how to use concepts in situations that don't necessarily present as negotiations
9. Advanced techniques for multiple-issue negotiations
10. Questions, review, wrap-up

Tuesday, October 28, 2014 / Wednesday, October 29, 2014

MODULE: Marketing, Sales and Distribution

Dr. Imran Currim
http://web.gsm.uci.edu/~currim/

Tuesday October 28, 2014 8:00-12:00 and 1:00-5:00
Wednesday October 29, 8:00-12:00

Marketing Strategy

This module will help Israeli business people understand and develop alternative marketing strategies for U.S. markets. We will focus on organic growth, when companies grow through existing or new products or services in existing or new markets. Discussions will cover securing new markets through expanding geographically and targeting new segments (or customers). Learning is facilitated through a combination of readings, case discussions, and an assignment.

Text, Articles, and Cases

1. An Export Marketing Plan for Small Companies, *International Trade FORUM*, 2, 1995.

2. *Strategic Marketing Management*, 6th Edition, 2001, John Wiley and Sons, New York.

3. "What High Tech Managers Need to Know About Brands," *Harvard Business Review*, July August 1999.

*4. Biopure, *Harvard Business School Case* 9-598-150.

*5. Invisalign, *Kellogg Business School Northwestern University Case* KEL032-PDF-ENG

*I hope you can read items 4 and 5 before my session and briefly write your thoughts on each of the questions on the cases (see below). This is important for the group discussion. Items 3, 4, and 5 can be ordered from www.hbsp.com (Harvard Business School Publishing).

While it is preferable that other items are read before the two-day session, it is not necessary. However I recommend these items (particularly item 2) be read after you return to Israel. You may be able to find Item 2 (a paperback) in Israel at a lower price. Alternatively it can be ordered from www.amazon.com although they may take some time to ship your order. If some of item 2 can be read before my two-day session I recommend you read Chapters 11, 12, 9, 2, 3, 4, 5, 6, 7 (ordered from most important to important), or any subset of these chapters. Our discussion will focus on how the concepts in these chapters are being used, have been used, and can be used in specific company settings.

Tuesday October 28

8.00 – 12.00 Introduction, Alternative Growth Strategies, Honda Motor Car Company

12.00 – 1.00 Lunch

1.00 – 2.30 Biopure

1. How do you assess Biopure's potential in the human market? The animal market?

2. What are the biggest obstacles to Biopure's success in the human market? The animal market?

3. How might Oxyglobin be a threat to Hemopure? How might it be an asset to Hemopure?

4. What should Biopure do regarding the commercial release of Oxyglobin? If they release, what price should they set? How should it be distributed?

2.45 -5.00 Invisalign

1. Diagram Invisalign's channel structure for the (a) promotion selling cycle and (b) ordering/physical possession cycle.

2. What channel functions and flows are performed by each channel member for Invisalign and the traditional braces market?

3. Are there any gaps in the channel? Are channel members performing functions that Invisalign intends them to? If not, why not?

4. Are channel power sources affecting Invisalign's success? If so, how?

5. What would you do to ramp up conversion from generation of interest to capture?

Wednesday October 29

8.00 – 12.00 Customization of Marketing Strategies and Group Discussion

8:00 – 8:15 We will make a list of Israeli products or services for export. The participants will be divided into groups. Each group will select a product or service offered by a group member firm for export.

8:15 – 10.00 Dr. Currim will lead a brainstorming session on key questions and methodology for development of export plan

10.00 – 11.00 Group Develops Marketing Strategy for Israeli Exports to the U.S.

Each group will come up with:

(a) key questions to be answered in order to judge the export potential of the product or service, to be summarized on 1-2 transparencies, and

(b) an outline of a process or methodology for answering the key questions, to be summarized on 1-2 transparencies.

11:15 – 12:00 Group Presentations and Discussion

Each group will present the output of the 9.45-10.45 session, followed by a discussion on how the questions and methodology can be enhanced (15-20 minutes per group).

Wednesday, October 29, 2014

MODULE: Investment Risk Evaluation
Matthew Jenusaitis, Octane
Wednesday, October 29, 13:15-17:00

Module Description:
During the exercise we will have two companies of the group make an investment presentation to the rest of the group of participants and several outside consultants. They will evaluate the presentation and business model from the basis of their presentation on roughly 30 different variables.

The feedback will be compiled and a comparative analysis versus approximately 500 other companies will be performed providing what we hope will be very informative feedback on the areas of strength and differentiation and opportunities for additional clarity in your presentation. This will all be done in a low pressure, very confidential way. It is our hope that this exercise will be very valuable also regarding optimizing investment presentations and clarifying your company messaging.

After a break where we will do some didactic presentations, we will present the compiled feedback and comparative analysis from OCTANe database of companies that have gone through this process in the past.

Thursday, October 30, 2014

MODULE: Effectiveness and Leadership; Winning Consistently in the Life Sciences Space
Alan Sellers
Thursday, October 30, 08:00-13:00

Module Description:
A review of tools to enhance the effectiveness of the organization (including The Four C's, and the Five Elements of The People Model of Business). We will gain a practical perspective on what is required to succeed in growing a Medical Devices company in the United States. This is intended to be a hands-on, participative session in which the members of the class will interact with the presenter and explore how to more effectively conduct business in the United States in the field of medical devices and general technologies.

MODULE: Branding
Sasha Strauss
Thursday, October 30, 13:00-17:00

Module Description:
A rich introduction to all things branding — from naming and brand architecture to visual design and brand extension. We'll look at why brands matter, who they matter to, how you can build them into your marketing, advertising and public relations strategies. A great start for professional communicators or those simply interested in brand strategy.

Professors and Presenters

Vicki Anastasi - Senior Vice President, Aptiv Solutions

Ms. Anastasi provides business development leadership to create and foster priority relationships in the medical device and diagnostic marketplace, developing customized programs to meet medical device client needs. She has over twenty years of experience in the medical device industry, with over fifteen years specifically focused on device regulation.

Prior to joining the company in 2007, she served as director of regulatory affairs at TissueLink, Inc., (Salient Surgical / Medtronic Advanced Energy) where she was responsible for developing and implementing a U.S. and EU regulatory strategy for medical devices in the electro-surgery market. At Vista Medical Technologies, Inc., an emerging device manufacturer, she served as regulatory affairs manager, supporting the company's 3-D visualization and surgical solutions for minimally invasive cardiothoracic, head, neck and spine, and other microsurgical procedures. In diagnostics, she held senior positions at ATC Diagnostics, Inc. and bioMerieux Vitek, Inc., where she managed regulatory activities related for infectious disease and genetic-based products.

Roger Anderson - Managing Partner, Medical Device Practice, BioQuest

BioQuest specializes in consulting with venture-backed, small and mid-size companies on executive-level positions in the Biopharmaceutical, Medical Device and Diagnostics sectors. As co-founder and Managing Partner, Roger sets the highest standards for client service for the firm.

His vision and commitment to excellence provide the platform for the BioQuest service model, which, over the last 20 years, has helped grow the firm into one of the leading specialty executive search firms in the United States. Roger's practice is focused on the medical device sector, conducting searches at the CEO, Board and VP levels.

Prior to entering the executive search field in 1981, Roger had ten years of successful medical device sales with IVAC Corporation (now Alaris Medical) and American Hospital Supply (McGaw Laboratories Div). He is also an active member of the Life Science Angels and has been a panel member at several medical technology conferences.

He received his BS in Biological Sciences from the University of Wisconsin, followed by four years as a US Naval Officer.

Eyal Aronoff
eyal@aronoffgroup.com

Eyal Aronoff is a serial entrepreneur and co-founder of Quest Software, one of the largest independent software vendors in the world (Nasdaq:QSFT). Eyal's current focus is energy and philanthropy.

He is a major contributor of funds and strategy to the effort to decrease the world's dependence on oil. Recently Eyal co-founded the **Fuel Freedom Foundation** which promotes a blueprint for solving the oil price crisis by removing barriers to fuel competition via a grass root effort.

At the **Fuel Freedom Foundation** we are creating the gathering place for those individuals who are frustrated with the inability of Washington to deal with our oil addiction and want to do something about it. www.FuelFreedom.Org Eyal graduated Summa Cum Laude in Chemistry and Computer Science from Bar Ilan University in Israel and now lives in lovely Newport Beach CA.

Lisa Barron
Title: Senior Lecturer, Negotiations
E-mail**: lbarron@uci.edu**

Dr. Lisa Barron is a faculty member of Organization and Management at The Paul Merage School of Business, University of California, Irvine.

Her teaching interests focus on creativity, negotiation, communication, organizational behavior and leadership. She has taught negotiation and leadership techniques to members of large and small organizations including Microsoft, Medtronic, Ingram Micro, State Street, MicroSemi, and Boeing and to executives, career counselors, undergraduate and graduate students, academic staff and faculty. Her current coaching work focuses on helping executives and doctors become more effective leaders, communicators and problem-solvers.

Lisa's research has been published in the journals *Human Relations*, *Career Development International, and Journal of Management Inquiry* and has been written about or recognized in *The Boston Globe*, *The Washington Post*, *The New York Times, Glamour, The Huffington Post,* and the *Orange County*

Register. In addition, she has appeared on radio programs for WBUR, KNX, CBS and NPR.

Lisa's negotiation courses and workshops focus on developing people's ability to better understand their underlying interests and negotiate effectively. Her creativity courses focus on developing people's ability to think creatively and to use that thinking to solve problems. She also coaches executives and doctors regarding development of their leadership abilities. Lisa has taught graduate and undergraduate courses in organizational behavior and negotiation at Pepperdine University, The Claremont Graduate School and The Paul Merage School of Business at University of California, Irvine and Executive Education at UCLA and UCI. She has taught negotiation workshops at UCLA, CalTech, UCI, the Keck Graduate School and Utah State University.

Lisa has received sixteen teaching awards for her negotiation and her strategic communication courses. In addition to her academic experience, Dr. Barron has worked as an advisor to undergraduates and as a consultant and trainer at the Data Center at Stanford University. She also has experience marketing IT training programs.

Lisa is a member of the Academy of Management, the American Psychological Association, and the Association for Psychological Types. She is also a certified mediator. She has reviewed for leading journals in the fields of Management and Psychology. She received her Ph.D. in Organizational Behavior from The Anderson School at UCLA.

In addition, she has an MBA from The Anderson School at UCLA and a BA in Psychology and English from Stanford University. She loves to travel, cook (and eat), cycle, read, scuba dive, draw, paint and collect handmade earrings and folk art.

Terry A. Belmont - CEO, UC Irvine Medical Center

Terry A. Belmont oversees UC Irvine Medical Center, the main campus of UC Irvine Health, in Orange, Calif., and its licensed ambulatory facilities in Orange, Irvine, Costa Mesa, Anaheim and Santa Ana. UC Irvine Medical Center is a 412-bed acute care hospital and top tertiary care center that has been ranked among America's Best Hospitals by U.S. News & World Report for 12 consecutive years. It is Orange County's only university hospital, serving as the main teaching facility for UC Irvine Health School of Medicine and delivering the finest evidence-based care to patients throughout the region.

Since his arrival in 2009, Belmont has led several expansion and renovation projects. He helped open the state-of the-art UC Irvine Douglas Hospital and led the development of a patient-centered healing garden and a 7-story clinical laboratory

building. Belmont recently launched a 10-year facility master planning project for facility development at UC Irvine Medical Center and clinics throughout Orange County. Later this year, he will unveil the newly renovated Chao Family Comprehensive Cancer Center, Orange County's only national Cancer Institute-designated comprehensive cancer center. Belmont will also open doors to the Gavin Herbert Eye Institute, which will relocate in the fall. The 70,000 square foot facility will provide access to sight-saving treatments and therapies for eye disorders.

In 2010, Belmont initiated the creation of UC Irvine Health's first integrated strategic plan to create a campus-wide vision for excellence and unified approach to addressing the dynamic changes facing the healthcare industry. Under his leadership, UC Irvine Medical Center also implemented a Lean Six Sigma program that has improved operational efficiencies and sparked a culture of measurable performance and innovation. To improve the patient experience, Belmont also launched the medical center's Care Connect Program.

Prior to joining UC Irvine Medical Center, Belmont served as CEO of Long Beach Memorial Medical Center and Miller Children's Hospital from 2006-2009. He has also served as president and chief executive officer in several entities, including St. Joseph Hospital of Orange, Pacific Health Resources, California Hospital Medical Center and HealthForward. From 1999-2006, he was senior vice president at Kaiser Permanente in the San Diego and Inland Empire regions.

Belmont's substantial community involvement includes board positions with the Orange County World Affairs Council, Southern California College of Optometry, American Heart Association and Children's Fund. He serves on the Board of Trustees of the University of Redlands. Belmont received his master's in public health with a major in hospital administration from UC Berkeley, and a bachelor's in business from the University of Redlands.

Mitchell Brin, MD, FAAN
Sr. VP Global Drug Development & Chief Scientific Officer **BOTOX®**
Allergan, LLC.
Professor of Neurology, University of California, Irvine

Dr. Mitchell Brin is a physician neurologist with extensive patient care and clinical development experience with 28 years of pharmacology, experimental therapeutics, small molecule and neurotoxin (including Oculinum® / BOTOX® / Myobloc® / Dysport®) research on a background of extensive patient care.

This research & development experience includes 17 years academic experimental therapeutic (drug/biologics/device) and genetic clinical trials with studies supported by competitive U.S. Food and Drug Administration grants and awards, the National Institutes of Health, private philanthropy and 11 years in the biopharmaceutical

industry.

Dr. Brin graduated with a Bachelor of Arts degree in Biology from the University of Pennsylvania (Magna Cum Laude, Phi Beta Kappa) and received his Medical Degree from Columbia College of Physicians and Surgeons.

He completed a medical internship at the Mount Sinai Medical Center, neurology training at the Columbia University Neurological Institute, followed by a fellowship in Movement Disorders at the Neurological Institute, where he became an Assistant Professor and Coordinator of the Dystonia Clinical Research Center.

In 1994, Dr. Brin joined the staff at Mount Sinai School of Medicine, subsequently received the Bachmann-Strauss Endowed Chair in Neurology and was promoted to Professor.

In 2001, Dr. Brin joined Allergan as Vice President of Development, and Therapeutic Area Head for BOTOX® & Neurology. Subsequently promoted to Senior Vice President, he was responsible for the Global Registration Development program for therapeutic and aesthetic biologics and neurology small molecules.

In 2007, he assumed the responsibilities of Senior Vice President Global Drug Development, and Chief Scientific Officer for BOTOX®. In this capacity, he provides strategic cross-functional support of the neurotoxin and next generation biologics program.

This includes global scientific support and clinical expertise across the continuum of all BOTOX® therapy (cosmetic and therapeutic) product research, development, regulatory, drug safety, safety pharmacology, formulation, medical affairs and corporate strategy. He continues to publish actively and is a Professor of Neurology at the University of California Irvine, where he evaluates and treats patients.

Joel Calvo
Board of Directors, Vancouver Economic Commission

Joel Calvo has been a business and community leader for more than 30 years. He is an accomplished senior executive whose strategies, communication skills and financial acumen have consistently delivered a successful track record of growing company profitability and meeting diverse stakeholder interests in small privately-¬- held to large publicly-¬-held organizations.
Professional highlights include the following:
• Chairman/CEO of WM Financial Services, a national broker/dealer with more than 2,000 brokers;
• Chairman/CEO of WM Advisors, a $28 billion mutual fund complex;
• Partner of ZAAZ, a full service interactive agency: strategy, design, development, user experience, web analytics, optimization, social networking & search marketing;

• President of PNC Capital Markets, a public finance investment banking firm;
• President of PNC Investments, a multi state retail broker/dealer;
• Director of Sales and Marketing for Bank of America's Global Private Bank;
• President of Main Street Trading, an institutional and retail commodities firm;
• Led and integrated numerous business turnarounds, mergers, acquisitions and divestitures;
• Established strategic partnerships and joint ventures to grow product distribution and optimize capacity; and
• Highly effective communicator, keynote speaker and frequent guest commentator on CNBC, Bloomberg, PBS, FOX and CNN.

Community highlights include the following:
• Board of Director, Vancouver Economic Commission (British Columbia, Canada);
• Board of Advisor and Executive Committee, University of California (Irvine)

Imran Currim is Chancellor's Professor at the University of California, Irvine, and serves the Paul Merage School of Business as Associate Dean of the Undergraduate Program. Prior to that, he served as Associate Dean, Marketing & Student Relations, for the Executive MBA Programs and Associate Dean of the Masters Programs.

He is the recipient of two of the highest honors in marketing:
- the American Marketing Association William O'Dell Award for "the article judged to have made the most significant five year contribution to marketing theory, methodology, and practice," and
- the American Marketing Association/Houghton Mifflin Distinguished Teaching in Marketing Award, "for contributions to teaching excellence."

Professor Currim's recent papers have been finalists for:
- the American Marketing Association Paul E. Green Award for best paper published in Journal of Marketing Research.
- the European Marketing Academy Award for best paper published in International Journal of Research in Marketing.

Professor Currim received:
- Wall Street Journal's Favorite Professor in an Executive MBA Program.
- Business Week ranked his marketing course taught in the Executive MBA Program #3 in the world.

Professor Currim was recently appointed Chancellor's Professor at UCI, a title used to "recognize full Professors who have demonstrated unusual academic merit and whose continued promise for scholarly achievement makes them of exceptional value to the university." He also received one of the highest commendations

awarded by the University of California Irvine Academic Senate, the Distinguished Faculty Lectureship Award.

Research

- How customers make choices
- How competitive product and service features, marketing mix variables such as price, sales promotion, advertising, and distribution, and customer variables such as loyalty, choice set effects, and background variables, influence customer choice.
- Published articles on this topic in various journals such as the European Journal of Operations Research, International Journal of Research in Marketing, Inquiry, Journal of Consumer Research, Journal of Marketing, International Journal of Internet Marketing and Advertising, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, and Organizational Behavior and Human Decision Processes. Publications are available at http://web.merage.uci.edu/~currim/publications.htm
- Served as Area and Associate Editor of Marketing Science, and Management Science for 13 years.
- Serves/d on the editorial boards of the Journal of Marketing Research, International Journal of Research in Marketing, Journal of Interactive Marketing, International Journal of Electronic Business, and International Journal of Internet Marketing and Advertising.

Consulting, Executive Training, and Teaching

- Recognized as an international expert in the area of design and marketing of products and services, and market research.
- Consulted for companies such as Altiris, AT&T, Baxter, Dell, Elcam Medical (Israel), Inabata (U.S. and Japan), Johnson and Johnson, Los Angeles Times, Orange County Register, St. Joseph's Hospital, Twentieth Century Fox, Warner Brothers, and smaller profit and not-for-profit organizations. Conducted executive training programs at companies such as Astro Asia (Thailand), Bioscience Webster, British Petroleum, Children's Hospital of Orange County (CHOC), Conexant, First Auto Works (China), Fluor-Daniel, Ingram-Micro, Microsemi, Merage Foundation Export Program, Orange County Register, Panasonic Avionics, Shinsegae (Korea), and Triage Consulting.
- Received 22 Excellence in Teaching Awards most of which are for his teaching in the Executive and Fully Employed MBA Programs at UCI, New York University, and UCLA.

Education

- PhD (Business) Stanford University
- MS (Statistics) Stanford University
- MBA University of Wisconsin
- BE (Electrical Engineering) Victoria Jubilee Technical Institute, University of Bombay

Prior Academic Appointments

- Before joining UCI in 1989 he was a member of the business school faculties of UCLA Anderson School of Management, New York University Stern School of Business, and Yale School of Organization and Management

Andrew Douglas - Partner, Knobbe, Martens, Olson & Bear LLP

Andrew M. Douglas is a partner in our Orange County Office. He specializes in client practice, including patents, trademarks, and other forms of intellectual property protection. Mr. Douglas' practice includes patent portfolio management, general counseling on licensing, trademarks, and other related issues. Mr. Douglas currently represents clients in a variety of technologies, including ophthalmic devices and methods, cardiovascular devices and methods, orthopedic devices and methods, automotive technologies, solar energy applications, and other mechanical engineering related technologies. Prior to joining the firm, Mr. Douglas worked as a product engineer in the recording head component division of Seagate Technology in Bloomington, Minnesota from 1994 to 1998. Mr. Douglas joined the firm in 2000 and became a partner in 2006.

Dr. Ben Drillings
Title: Director, American Israeli Medical Association
Email: drben@a2zhealth.com

Dr. Drillings graduated from New York Chiropractic College and studied Physical Education and Exercise Physiology at C.W. Post College in long Island University. In 1998, Dr. Drillings established two vocational schools for Integrative Medicine and the A2Z Health Wellness Centers in southern California. Dr. Drillings founded The American Israeli Medical Association (AIMA) which is a networking organization based in Los Angeles. AIMA specializes in bringing together investors, professional firms, executives, medical doctors, and academicians to share ideas, build a greater network between Israel and the United States, and expend their knowledge about the current trends in the biotechnology and medical industry. In addition, he serves as the West Coast delegate for Israel Medical Association – USA Chapter. Dr. Drillings has been attending regularly international conference related to medical tourism and biotechnology innovations. Dr. Drillings holds conferences related to the health industry and medical innovations twice a year in California. The American Israeli Medical Association (AIMA) is a networking organization based in Los Angeles. AIMA specializes in bringing together investors, venture capitalists, professional firms, executives, medical doctors, and academicians to share ideas, build a greater network, and expend their knowledge about the current trends in the biotechnology and medical industry.

Thomas Eppel
Title: Summer Session Instructor and Assistant Specialist
Email: teppel@uci.edu
Personal Website: http://www.tomeppel.com

Born and raised in Germany, Dr. Thomas Eppel came to the United States in 1984 and enrolled in the Ph.D. program of the Psychology Department at the University of Southern California.

After receiving his Ph.D. in Mathematical Psychology with an emphasis on decision analysis, Dr. Eppel joined the faculty of the Krannert Graduate School of Management at Purdue University. In 1996 he returned to California to become Vice President of Decision Insights, Inc., a consulting company specializing in decision and risk analysis.

In January 2000, Dr. Eppel joined the staff at the Graduate School of Management at the University of California Irvine as an Assistant Dean, responsible for curriculum development around the "Information Technology for Management" focus. He currently lectures at the Paul Merage School of Business, UC Irvine.

Dr. Eppel has published numerous articles, book chapters and reports in the areas of decision and risk analysis. He has been involved in consulting projects with clients such as the U.S. Department of Energy, the California Department of Health Services, EPRI, SANDIA, the Joint Research Centre (Commission of the European Communities), and others. In addition, Dr. Eppel designed and taught several executive training seminars. He authored a textbook and developed instructional software in statistics and has been widely recognized for his outstanding teaching.

His teaching awards include the R.B. and Mary Stewart Distinguished Teaching Award from the Krannert School of Management at Purdue University and an award for Innovation in Teaching from the University of California at Irvine, as well as several awards given by students. In 2000, Business Week's rankings and profiles of MBA programs listed him as one of the two most popular professors at the Graduate School of Management, UC Irvine.

Bruce Feuchter - Shareholder, Stradling

Bruce Feuchter is a shareholder in Stradling's corporate law practice. He is a member of the firm's board of directors, has practiced at Stradling since 1981. He specializes in corporate securities, as well as corporate and general finance transactions. His clients include investors and both publicly and privately held companies at various stages of their existence. A highly sought after adviser and counselor,

Mr. Feuchter has developed a solid reputation for his ability to see early stage companies through to successful exits. Mr. Feuchter also represents many companies in their venture financings and has represented venture capital funds in their investments with emerging growth companies. He is well-known and respected in the emerging growth life science and technology community for representing companies in their initial public offerings

Mike Gaul - Vice President, Medical Business Unit, Sparton Corporation

Mike Gaul is currently Group Vice President, Medical Business Unit, Sparton Corporation. In this role he is responsible for five facilities with full design and manufacturing services for complex medical devices. Mr. Gaul joined Sparton in 2011 as General Manager of the Sparton Medical design and manufacturing facility in Strongsville, Ohio. In this role he was responsible for the lean transformation of the facility. Prior to that, Mr. Gaul held the positions of Vice President, Operations and COO at SynCardia Systems and Vice President of Manufacturing Operations for Ventana Medical. His industry experience includes Medical Devices and Reagents, Complex Capital Automation Equipment, Public Safety Communication System's and Industrial Controls and Instrumentation.

Michael Hedge - Partner, K&L Gates

Michael is a partner in the firm's Orange County office and co-leader of the firm-wide life science practice. His practice focuses on mergers and acquisitions, venture financing, public offerings, corporate governance and commercial transactions. Mike's clients range from early stage companies to multi-billion dollar public companies and include some of Orange County's leading life science companies. Mike is also active in representing underwriters in public offerings, with a particular emphasis on offerings for pharmaceutical and medical device companies.

Bruce Heiman - Practice Area Leader Policy/Regulatory, K&L Gates

Bruce Heiman engages in a wide ranging federal counseling and lobbying practice. He has represented leading companies and trade associations in technology, trade, postal, financial services, transportation and manufacturing industries. He is one of two Practice Area Leaders of K&L Gates' Policy and Regulatory Practice and serves on the firm's Management Committee.

Mr. Heiman regularly assists clients design and implement a Washington, D.C. "game plan" to protect and promote their interests before Congress and federal departments

and agencies. Mr. Heiman works extensively with the commerce, judiciary, tax, financial services and government affairs committees in the House and Senate. He helps them pursue legislation, implement enacted laws, and achieve their objectives in industry meetings as well as government negotiations. He also often helps clients assemble and advocate on behalf of a coalition of parties with similar objectives, including interest groups and think tanks. He writes and speaks frequently and is often quoted in the media on current developments.

Previously, he served as Legislative Director and Trade Counsel to U.S. Senator Daniel Patrick Moynihan of New York from 1984 to 1987. He first joined the firm in 1980 after graduating with degrees in law and public policy from Harvard Law School and Harvard's Kennedy School of Government. Mr. Heiman serves on the Board of the Capitol Historical Society.

Richard Henson - CEO, PhageTech, LLC

Richard Henson is the CEO of PhageTech, LLC. He is a medical device executive with over 30 years of experience in diagnostic medical device development and manufacturing. He currently serves on the boards of Halo Healthcare, a breast cancer diagnostic company and ResVeRx, Inc., a nutraceutical company. He is also a board member of OCTANe and a member of the Chancellors CEO Roundtable at UC Irvine. An experienced CEO with public and private companies, Richard has worked with many high-tech firms in biomedical, consumer and critical power industries. He has worked for several Fortune 500 firms and spent several years working in Europe. He has also served as President of Clary Corporation, a public company that manufactures harsh environment power systems for medical, military and transportation applications. He has a strong combination of product development, technical, sales, marketing and managerial experience.

Frank Jaskulke - Director, LifeScience Alley

Frank Jaskulke accelerates health technology businesses success as director of membership for LifeScience Alley, the largest state health tech association in the United States. Working with the leadership of global corporations, new ventures, investors, academics and service providers Frank performs corporate development, sales and policy analysis to accomplish the mission laid out by LifeScience Alley's founders in 1984, "to better advance mankind's ability to take care of itself." An unrepentant nerd and policy wonk, Frank worked on the bioscience committee of the Minnesota House before joining LifeScience Alley in 2005. He holds a BA and Masters in political science both from the University of Minnesota with an emphasis in technology policy and American Indian governmental relations.

Matthew Jenusaitis,
President & CEO OCTANe
www.octaneoc.org

Matthew Jenusaitis joined as the president and CEO of OCTANe in June 2009. Prior to OCTANe, Matthew spent 15 years at Boston Scientific, where he served in numerous executive marketing and general management positions.

Matthew was also an executive in residence for the private equity firm Warburg Pincus and President of ev3 Neurovascular, one of Warburg's portfolio companies. Matthew sits on the boards of Avantis Medical in Sunnyvale, California; Creagh Medical in Galway, Ireland; Precision Wire Components in Portland, Oregon; and Pulsar Vascular in San Jose, California.

He also sits on the advisory boards of Cornell's School of Biomedical Engineering, the Chapman University Schmid College of Science and Technology, and the Keck Graduate Institute of Applied Life Sciences. Matthew holds a B.S. in Chemical Engineering, cum laude, from Cornell University, a M.S. in Biomedical Engineering from Arizona State University, and a MBA from UC Irvine.

Ronald Jordan - Dean - Chapman University School of Pharmacy

Dean Ronald Jordan is an entrepreneur and pharmacy leader with informatics expertise. He founded businesses in Hospice and pain management pharmacy, health benefit software and informatics consulting. He was also an executive at companies offering an internet consumer prescription marketplace, supply chain transformation and health insurance.
Formerly President, American Pharmacists Association and Trustee, NCPDP, he was instrumental in pharmacy's patient care focus and developing consensus standards for electronic health information.

He earned his BS Pharmacy at URI and studied three years in a Doctoral program in pharmaceutics. Dean Jordan previously served as dean of the College of Pharmacy at the University of Rhode Island (URI) and as executive secretary of the Rhode Island State Crime Lab Commission. At URI, he oversaw completion of construction on his college's $75 million research and teaching facility. During his tenure at URI, enrollment in the pharmacy program increased 45 percent. The URI College of Pharmacy ranked among the top research-oriented colleges of pharmacy in the U.S., with federally funded research exceeding a five-year average of nearly $9 million per year, a one-third period-to-period increase.

Dean Jordan was recruited by Chapman University, to found the School of Pharmacy at its new multidisciplinary Rinker Health Science Campus in Irvine, California in

February of 2013. As the founding Dean and chief executive of the school he is responsible for all aspects of the strategic direction and development of the new program.

Zeev Kain,MD

Dr. Kain is recognized as an international expert in the clinical management of perioperative fear and anxiety, and management of children undergoing invasive medical procedures.

His research addresses major dilemmas encountered in the management of affected children. To date, Dr. Kain has revolutionized the care of children in preoperative settings both in the United States and around the globe.

In fact, Dr. Kain's research triggered a change in the manner in which children are treated during invasive medical procedures and during the perioperative period. As a direct result of Dr. Kain's research, significantly fewer children in the US and around the globe are taken into the operating rooms and sedation suites, awake, alone and screaming and crying.

Dr. Kain achieved this by demonstrating that extreme anxiety and fear in children undergoing surgery and invasive procedures is associated with poor clinical and psychological outcomes of these children and thus should not be allowed. By promoting the conceptual importance of this field and continuing to develop associated empirical findings, Dr. Kain intends to markedly improve the quality of evidence available to anesthesiologists, pediatricians and surgeons making clinical decisions regarding management of children's distress and pain during the perioperative period.

Tatiana Kain, MD
Division Chief, Molecular Imaging
Nuclear Medicine Specialist

Dr. Tatiana Kain is a specialist in general nuclear medicine, cardiac single photon emission computed tomography (SPECT), PET, CT scans and lymphoscintigraphy. She provides treatment for thyroid cancer, benign thyroid conditions, Zevalin™ treatment for lymphoma as well as palliative therapy for widespread bone metastasis.

She is a national examiner for the American College of Radiology Nuclear Medicine PET Accreditation Program. Kain is board-certified in diagnostic radiology and nuclear medicine.

Neel Kashkari - Candidate for Governor, State of California; Managing Director, Head of Global Equities, PIMCO

Neel Kashkari is an experienced, pragmatic leader who has successfully worked with Republicans and Democrats to tackle the most serious economic challenges America has faced in nearly a century. Neel is best known for spearheading the country's response to the 2008 financial crisis, but his interest in public policy and finding solutions to complex challenges began early in life.

A first-generation American, Neel grew up in a middle-class household where he witnessed firsthand how a good education can empower people and open the doors of opportunity. His parents emigrated from India to the United States some 50 years ago. Neel's father taught engineering at a local college and dedicated his research to eradicating poverty in villages in India and Africa, earning the Presidential End Hunger Award from President George H.W. Bush. Neel's mother worked at a community hospital treating patients battling cancer. While growing up outside the blue-collar city of Akron, Ohio, Neel bagged groceries, mowed lawns, and worked as an assistant at a local auto garage to earn extra money. An early interest in math and science led Neel to earn bachelor's and master's degrees in engineering at the University of Illinois, where he led an 80-person student team to build a solar-powered car to compete in the 1,100-mile Sunrayce challenge. After graduating, Neel moved to California in 1998 and worked as a design engineer at TRW in Redondo Beach, developing technology for NASA space missions.

Neel wanted to learn about entrepreneurship and job creation, so he went back to school and earned an MBA from the Wharton School at the University of Pennsylvania. After graduating in 2002, Neel returned to California to help Silicon Valley entrepreneurs raise capital to grow their companies and create jobs. Neel's interest in public policy and service took him to Washington, D.C. in 2006, when President George W. Bush appointed him to the Department of the Treasury. His initial work brought together experts from across the government and private sectors to craft policies to encourage alternative energy sources that would enhance both national security and environmental sustainability. When the housing downturn started, Neel led the Department's work with non-profit organizations, congressional leaders, and financial institutions to help distressed homeowners avoid preventable foreclosures.

Neel was unanimously confirmed by the U.S. Senate as Assistant Secretary of the Treasury in 2008. As the financial crisis erupted, Neel negotiated with congressional leaders of both parties to write and pass landmark legislation to prevent a widespread economic collapse. The program he implemented not only has recouped all the money spent, but also has made a $13 billion profit for taxpayers to date. For his leadership, Neel received the Alexander Hamilton Award, the Department's highest honor.

Following his work in Washington, Neel returned to California in 2009 to work for PIMCO, a company that helps teachers, firefighters, and other public employees save for their retirement. He left the firm in January 2013 to explore returning to public service. Since then, he has been traveling the state meeting with Californians to learn about the challenges facing families, communities and small businesses to determine how he can help give others the same opportunities America has given his family. Neel currently resides in Orange County with his two Newfoundland dogs, Winslow and Newsome.

Joe Kiani
Founder, Chairman, and CEO
Masimo Corporation (www.masimo.com)

Joe Kiani runs one of the world's most admired medical technology companies, is an inventor of world-changing noninvasive patient monitoring devices, a trusted voice for patient safety and care, and a convention-breaking maverick.

As the founder, Chairman, and CEO of Masimo Corporation, a global medical technology innovator, Mr. Kiani has been a beacon for patient safety and innovation in healthcare for more than 20 years. Convinced that the use of adaptive signal processing could solve the problems of motion artifact and signal noise that plagued pulse oximetry—widely recognized as the 5th vital sign—he founded Masimo in 1989 to improve the reliability of noninvasive patient monitoring. Under his leadership, Masimo has grown from a "garage start up" into a successful publicly traded company (NASDAQ: MASI) employing more than 3,000 people worldwide and providing its market-leading **Masimo SET® Measure-through Motion and Low Perfusion pulse oximetry** technology to leading OEM patient monitoring manufacturers.

Today, Masimo is an innovative powerhouse delivering key noninvasive medical breakthroughs, including: **rainbow Pulse CO-Oximetry™**—the first blood constituent monitoring platform to measure multiple blood constituents noninvasively that previously could only be measured invasively and help clinicians reduce risky blood transfusions; **Patient SafetyNet™**—the first remote monitoring and wireless clinician notification system shown to help hospitals improve patient safety and clinical outcomes by dramatically decreasing rescue events and costly ICU transfers; **rainbow Acoustic Monitoring™**—the first noninvasive and continuous acoustic respiration rate (RRa™) monitoring technology; and **Root**, the new clinical information platform, that is expected to reduce clinical distraction, complexity and cost, and accelerate innovation in patient monitoring and care. Mr. Kiani and Masimo have helped to solve the "unsolvable" problems plaguing patient monitoring while building a substantial intellectual property portfolio with more than 600 issued and pending patents worldwide.

Committed to patient safety, Mr. Kiani is responsible for creating the Patient Safety Movement Foundation & Coalition and the Patient Safety, Science & Technology Summit. Mr. Kiani founded the Patient Safety Movement Foundation (PSMF) in 2013 with a mission to reduce preventable deaths in hospitals worldwide and eliminate the more than 200,000 preventable patient deaths that occur in U.S. hospitals every year. Under Mr. Kiani's leadership, the Patient Safety Movement Foundation held the first Patient Safety, Science & Technology Summit in January 2013 with President Clinton as the keynote speaker. Mr. Kiani has convened hundreds of leading clinicians, hospital CEOs, and medical technology CEOs from around the globe and at this Summit, launched an aggressive goal—ZERO patient deaths by 2020. Mr. Kiani believes in turning yesterday's impossibilities into tomorrow's possibilities and challenging the status quo. This is exactly what he and his company, Masimo, have done and are continuing to do, and his passion is to share this insight, knowledge, and the entrepreneurial spirit to improve healthcare for Americans and patients around the world.

Jeffrey J. Kimbell - President, Jeffrey J. Kimbell & Associates

Jeffrey J. Kimbell, President of Jeffrey J. Kimbell & Associates, represents clients in the life sciences community seeking legislative remedies for their needs. Mr. Kimbell specializes in representing life science companies before the U.S. government. The firm provides strategic solutions to hand-selected clients seeking creation, modification, or proper implementation of public law. Three years after establishing his firm, in January of 2001, Mr. Kimbell was named to President George W. Bush's Transition Team Advisory Committee for the U.S. Department of Health and Human Services (HHS). He was the only consultant to serve on the Committee. Prior to establishing Kimbell & Associates, Mr. Kimbell served as the first Executive Director of the Medical Device Manufacturers Association (MDMA) from 1994-1998. While at MDMA, he directed all Washington policy initiatives on behalf of MDMA's member companies. During his tenure, the association grew from 25 companies to 130, an increase that can be directly attributed to a number of legislative victories, including passage of a landmark bill to overhaul the product approval process at the U.S. Food & Drug Administration. In addition to the handling matters before the U.S Congress, Mr. Kimbell was also responsible for MDMA's interaction with state and foreign governments and federal agencies of jurisdiction on tax and trade matters. In this capacity, he worked very closely with both the U.S. Department of Commerce and U.S. Trade Representative (USTR).

As the principal spokesperson for MDMA, Mr. Kimbell coordinated all communications with the media; the public and private financing communities on Wall Street and related venture capital firms; the U.S. Congress; the White House; HHS; and the FDA.Prior to MDMA, Mr. Kimbell was a personal aide to former Senator Howard H. Baker, Jr. (R-TN) and personal attaché to former Secretary of State Lawrence S.

Eagleburger in the Washington office of the Tennessee-based law firm Baker, Worthington, Crossley & Stansberry.

While at Baker-Worthington, Mr. Kimbell tracked legislative activity for a host of Fortune 500 clients. In June 2006, The Hill recognized Mr. Kimbell as one of the top lobbyists in the medical device field in its "Lobby League."

Mr. Kimbell has contributed to or been interviewed by a host of trade and global news publications and television programs: Bloomberg's Business News, Bureau of National Affairs (BNA), Congressional Quarterly, Forbes, The New York Times, MX Magazine (also serving on their editorial board), Scripps-Howard, Reuters, Time, The Washington Post, Roll Call, Politico, The Food & Drug Law Journal, and many others. Mr. Kimbell has testified before the U.S. Congress and spoken before numerous industry groups, associations, and educational institutions, including within the last year: Harvard Business School, OCTANe Medical Device & Investor Forum, AAOS Chicago Ophthalmology Summit (ACOS), and Columbia University. In addition to Jeffrey J. Kimbell & Associates, Mr. Kimbell is Managing Director of Jackalope Real Estate, LLC (Park City, UT) and President of Magnum Entertainment Group, Inc. (Washington, D.C.).

A graduate of Southern Methodist University (SMU) in Dallas, TX, Mr. Kimbell earned his B.A. in Political Science. While at SMU, he worked for U.S. Congressman Sam Johnson (R-TX), a member of the House Ways & Means Committee, which has jurisdiction over tax, trade, and a significant portion of Medicare. Mr. Kimbell is an avid sportsman; fly fishing, hunting, and skiing at locales throughout the world when U.S. Congress is in recess. Mr. Kimbell serves as Chairman of the Safari Club International (SCI) Political Action Committee (SCIPAC), Chairman of the SCI Hunter's Defense Fund (HDF), and sits on the SCI Government Affairs Committee.

Yaron Keidar - VP of **Glucose Monitoring** Edwards Lifesciences

In my 20 years in medical devices I have been responsible for the design and market introduction of breakthrough medical equipment and for solving medical problem that were considered unsolvable. I have done that by collecting amazing talent around me and build teams that go into hospitals and clinics and with physicians we take complex problems and make them simple. We focus on the simplest way to make a difference for patients and we make sure to have fun in the process. The technology we created has become very big business very quickly.

Mark Leahey - President & CEO, MDMA

Mark Leahey is the President & CEO for the Medical Device Manufacturers Association (MDMA), a national trade association in Washington, DC that represents research-driven medical technology companies. Mr. Leahey's responsibilities include advocating on behalf of the entrepreneurial sector of the medical device industry to Congress, the Food and Drug Administration (FDA), the Centers for Medicare and Medicaid Services (CMS), and other federal and state agencies. He has lobbied for a more reasonable user fee for smaller companies, worked to open access to the hospital marketplace by challenging the exclusionary and anti-competitive nature of certain large group purchasing organizations (GPOs), as well as ensure that medical device technologies are reimbursed adequately. Mr. Leahey currently sits on the Medical Devices Committee for the Food and Drug Law Institute (FDLI) and the Editorial Advisory Board of Medical Product Outsourcing. He is a member of the Massachusetts Bar and a graduate of Georgetown University, the Georgetown Law Center and Georgetown's McDonough School of Business.

Sabing Lee - Partner, Knobbe, Martens, Olson & Bear, LLP

Sabing Lee is a partner in the Orange County office of Knobbe, Martens, Olson & Bear, LLP. His practice includes strategic patent procurement, patent portfolio management, intellectual property due diligence, general counseling on infringement and licensing, interferences, reexaminations, and other related issues. Sabing currently represents clients in a wide range of technologies, including medical devices and procedures, clean technology, nanotechnology and steel manufacturing.

In the medical device field, Sabing has worked extensively with cardiovascular, orthopedic, wound care and aesthetic technologies. He has been involved in the intellectual property strategy and acquisitions of PercuSurge, Inc. (acquired by Medtronic, Inc.), Flex-Foot, Inc. (acquired by Össur hf.), Endius, Inc. (acquired by Zimmer Holdings, Inc.), ev3 Inc. (acquired by Covidien), and IDev Technologies, Inc. (being acquired by Abbott Laboratories). Sabing received his bachelor's degree in Materials Engineering, Phi Beta Kappa and *summa cum laude*, from UCLA, and also received his master's degree in Materials Science and Engineering from UCLA. He received his J.D. from the University of California, Berkeley School of Law (Boalt Hall), where he was an Articles Editor and Executive Editor for the Berkeley Technology Law Journal. Sabing joined Knobbe Martens in 1997 and became a partner in 2003.

He has been named one of Southern California's "Rising Stars" in intellectual property law in a survey of his peers, published in Los Angeles magazine and Super Lawyers magazine, every year from 2004 to 2012, and was named a Super Lawyer in 2013. He was also named one of "OC's Top Attorneys" in the 2009, 2010 and 2011 editions of

OC Metro magazine, and was named one of the top 25 IP Portfolio Managers in California by the Daily Journal in 2011. In 2012, Sabing was recognized as a Life Sciences Star in LMG Life Sciences 2012 published by Managing Intellectual Property.

Amir Lerman
lerman.amir@mayo.edu

Amir Lerman, MD is a Professor of Medicine at the Mayo Clinic and a senior staff member of the cardiovascular division. Dr. Lerman graduated from the Technion school of Medicine and completed his Internal Medicine Cardiology training and invasive cardiology at the Mayo Clinic. Dr. Lerman is the vice chair of the cardiovascular division at the Mayo clinic and serves as the chair for research and the Director of the cardiovascular research center. Dr. Lerman published more than 450 papers and book chapters, mostly on the mechanism, detection and prevention of coronary artery diseases. Dr. Lerman serves on the advisory boards of several established and startup companies. His research is funded by the NIH, AHA, the department of defense and multiple foundations. Dr. Lerman has been an active faculty member of the Merage foundation for the past several years.

Kim Letch - Assurance & Advisory Partner, Ernst & Young LLP
Kim Letch, energetically leads Ernst & Young's Strategic Growth Markets practice in Orange County. Kim has more than 20 years of experience providing assurance and business advisory services to clients in the life sciences, medical device, pharmaceutical, healthcare and financial services industries. Kim has experience serving and supporting clients with EY in Chicago, San Diego, Orange County, England and Australia. She is committed to working with emerging and fast growing companies through IPO and other strategic transactions.

Matthew Likens - President & CEO, Ulthera, Inc.

Mr. Likens joined the Company in July of 2006. He began his professional career with Johnson & Johnson Corporation and then spent more than twenty years in domestic and international sales, marketing, and general management roles at Baxter Healthcare Corporation, culminating in the positions of President of Baxter Biotech North America, then President of Baxter's Renal Division in the U.S. In 2001, Mr. Likens joined GMP Companies and was President of GMP Wireless Medicine, Inc.

This start-up company developed and introduced the LifeSync® System, which is the first Bluetooth-enabled wireless patient monitoring device, effectively untethering hospitalized patients from bedside monitors.

Mr. Likens' general management experience and intense focus on the customer has led each of his businesses to prominence in its respective market and has been a boon to establishing Ulthera as an industry force. He graduated cum laude from Kent State University with a Bachelor of Business Administration degree with a major in Marketing

Jahnavi Lokre - Vice President, Sparton Aubrey Group, Inc.

Jahnavi has over 20 years of experience designing and developing complex control systems in a safety-critical regulated environment. Her experience includes medical devices, automatic train control and communications, and electric propulsion software, from design concept, development and manufacturing.

She has successfully led the development of diverse Class II and Class III medical devices, with a focus on systems engineering and software development.

She is well versed with medical device regulations, as well as software development methodologies. She has expertise in multiple operating systems and programming languages, embedded microprocessors and digital signal processor platforms.

In her role as VP Corporate Strategy, she strives to drive innovation across the company. Her focus is technology, business models, marketing, and investment and partnership opportunities.

She holds a BSEE from the College of Engineering in Pune, India, an MSEE from Texas A&M University, and an MBA from the UCLA Anderson School of Management. Her specializations include Strategy, Technology Management and Marketing.

Goran S Matijasevic
Executive Director, Chief Executive Roundtable UCI
goran@uci.edu

Oversees and advances research collaborations and strategic initiatives associated with UCI Roundtable mission objectives, also serving as UC Irvine's ambassador to the local business community to enhance leader-to-leader connections.

Goran Matijasevic is Executive Director of the Chief Executive Roundtable at the University of California, Irvine. In that capacity, he oversees and advances research collaborations and strategic initiatives associated with Roundtable programs, protocol and mission objectives. He also serves as UC Irvine's ambassador to the local business community, establishing partnerships and opportunities that serve to enhance leader-to-leader connections across all campus interdisciplinary fields.

Prior to this position, he was director of research development at The Henry Samueli School of Engineering at UC Irvine and also research coordinator of the Integrated Nanosystems Research Facility, where he worked on formation of new industry-university and academic collaborations, especially focusing on new interdisciplinary research initiatives. Prior to UCI, he worked as a senior engineer at QPlus, a telecommunications start-up company, and Director of Research and Ormet Technologies, a developer of electronic materials and technologies.

He managed multiple SBIR projects that led to several industry consortia projects, as well as a license agreement with a Fortune 100 company. He has 4 U.S. patents, 3 book chapters, and over 40 conference and journal publications and has served on the NEMI Industry Roadmap committee.

He is currently on the OCTANe (Orange County Technology Action Network) Technology and Biomedical Industry Leadership Councils and on the Boards of TriTech SBDC, Southern California Biomedical Council, and Medical Devices OC. Goran received his PhD from UC Irvine in Electrical and Computer Engineering and his MBA from Pepperdine University.

Featuring James V. Mazzo
President
Abbot Medical Optics, Inc.

James (Jim) Mazzo is senior vice president at Abbott and president of Abbott Medical Optics Inc. (AMO), the global leader in advanced refractive technologies for eye care professionals and patients. Headquartered in Santa Ana, California, AMO offers market-leading technologies and services designed to address vision disorders at all stages of life.

Mr. Mazzo assumed the position of president following the company's February 2009 acquisition by Abbott [NYSE: ABT], a global, broad-based healthcare company with more than $30 billion in annual sales. Previously, he was chairman and CEO of Advanced Medical Optics, Inc., a position he assumed following the company's 2002 spin-off from Allergan. While CEO of Advanced Medical Optics, Mr. Mazzo grew the company's sales from $538 million in 2002 to more than $1 billion in 2008 and increased the market cap from approximately $429 million to approximately $1.5 billion. During this time, he also engineered several strategic acquisitions worth more

than $3 billion, staking the company to clear leadership positions in the cataract and eye care markets and the global No. 1 position in refractive surgery. Prior to leading AMO, Mr. Mazzo progressed throughout a 22-year career at Allergan, where he held a variety of senior executive-level positions. He spent approximately 12 years working outside the United States, as president of Allergan's Europe/Africa/Middle East region, vice president and managing director (Italy), and director of marketing (Canada).

Mr. Mazzo is a strong believer in education and serves on the University of California at Irvine (UCI) Dean's Board of Directors' Executive Committee, UCI Dean's Board of Business and Engineering and is chairman of the UCI Foundation. He is also a trustee for Chapman University and the University of San Diego. Additionally, he is a member of the International Intraocular Implant Club (IIIC) and serves as board chairman of AdvaMed.

Kenneth D. McFarland - President and Chief Executive Officer, Mission Hospital

In 2011, Kenneth D. McFarland was named President and Chief Executive Officer of Mission Hospital, a not-for-profit combined 509-bed tertiary medical facility with campuses in Mission Viejo and Laguna Beach. Mission Hospital Mission Viejo is Orange County's only regional trauma center and, through a unique partnership with CHOC Children's at Mission Hospital, is the only designated pediatric healthcare center in south Orange County. Mission Hospital Laguna Beach (formerly South Coast Medical Center) provides 24/7 emergency, intensive and surgical care, as well as behavioral health services and chemical dependency treatment programs. Mr. McFarland is directly responsible for providing leadership, strategy, accountability, community relations, coordination, as well as, communication consistent with the tradition of the Sisters of St. Joseph of Orange by continually improving the health and quality of life of people in the communities we serve.

Under Mr. McFarland's leadership, Mission Hospital earned Magnet® recognition, for the first time, from the American Nurses Credentialing Center, among many other demonstrations of excellence, including, the Gold Beacon Award for Cardiology, Baby Friendly, Orange County Best Workplace, and full accreditation by The Joint Commission. In addition, Mr. McFarland helped to orchestrate the successful affiliation and integration of the Mission Internal Medical Group (71 physicians supporting 11 specialties) to St. Joseph Heritage Healthcare. Mr. McFarland's oversight ensures Mission Hospital continues to consistently provide more than $40 million in charity care annually; and, to continue receiving philanthropic support from our Community. During his tenure, Mission Hospital received the largest donation in the Ministry's history.

Mr. McFarland joined Mission Hospital as Senior Vice President and Chief Financial Officer in 1998, bringing more than 14 years of financial and business related

experience to the hospital. In that role, he managed all aspects of Mission Hospital's financial, budgetary and accounting functions across both campuses, Mission Viejo and Laguna Beach. He was also responsible for overseeing all aspects of the acquisition of South Coast Medical Center, the Hospital's Revenue Cycle, Information Technology, Clinical Informatics, Patient Access, Care Management, Supply Chain & Materials Management, Health Information Services, Property Management and all Hospital Joint Ventures & their related operations and financial performance.

Mr. McFarland currently serves on the Board of Trustees for Mission Hospital and the Camino Health Center (a fully licensed Federally Qualified Health Center that provides affordable, quality primary medical and dental care.) In addition, he is a member of the Board of Directors for the Hospital's Foundation (Department of Philanthropy). As well, he chairs the Emergency Medical Services Committee for the Hospital Association of Southern California. He is also an active member of the community, previously serving on the boards of StoneyBrooke Christian Schools and the San Clemente Little League.

Mr. McFarland earned an MBA from the University of California, Irvine, a Bachelor's degree from California Polytechnic University, Pomona, and a Certified Public Accountant in both California and Hawaii. He lives in San Clemente with his wife, Kristine, and his two children.

Dana Mead - Kleiner Perkins Life Science Division

Dana Mead joined Kleiner Perkins Caufield & Byers in May 2005 to work in the firm’s life sciences practice. He leverages experience accrued from his venture-funded, startup management roles and board participation to support entrepreneurs and innovators dedicated to making a real difference in the lives of millions suffering from life-limiting diseases. Dana serves on the boards of Apnicure, Awarepoint, Inspire Medical Systems, Intersect ENT, Pulmonx, Spiracur, Spinal Modulation, and Teladoc.

For the past 30 years, Dana’s career has focused on identifying new medical technologies, developing new markets and therapies, and building world-class management teams. He has worked with physician thought leaders around the world representing 12 medical specialties. Before joining KPCB, Dana was president of Guidant Vascular Intervention, a fully integrated billion-dollar division with more than 4,500 employees. He joined Guidant in 1992 and held positions of increasing responsibility during his tenure, including vice president and general manager, Cardiac & Vascular Surgery; vice president and general manager, Stents, Vascular Intervention Group; president, Japan and A/P Operations based in Tokyo; and vice president, Corporate Relations and Policy, with responsibility for investor relations, corporate communications, corporate marketing and public policy initiatives. Earlier in his career, Dana worked in various sales and marketing roles at Allergan, Inc. and Johnson & Johnson.

Dana formerly served as a director of the Cardiovascular Research Foundation, Aesthera (acquired by Solta [Nasdaq: SLTM]), Corventis (acquired by Medtronic [NYSE:MDT]), Navigenics (acquired by Life Technologies Corp. [Nasdaq: LIFE]) and OtisMed (acquired by Stryker [Nasdaq: SYK]). He currently serves on the boards of the California Healthcare Institute and Lucile Packard Children's Hospital at Stanford University, and he is the former chair of the Lafayette College West Coast Advisory Council. A native of Connecticut, Dana received his B.A. degree from Lafayette College and holds an M.B.A from the University of Southern California.

Katherine Merage

Katherine Merage is a leader in the Jewish community of Los Angeles and Orange County. Indeed, she has been a leader in every community she has ever lived in. Born in Iran, Ms. Merage is a noted philanthropist and visionary with respect to the health and well-being of the Jewish Community in Israel and the U.S. Her leadership and financial support has helped sustain the quality and related reputation of Hadassah Hospital in Jerusalem Katherine's generosity contributed to the development of the University Synagogue in Orange County and the Jewish Community Center in Orange County. Both facilities are named after her and her late husband Andre . Katherine is committed to the growth and development of the Negev in Israel as a welcoming place of opportunity for the Jewish people.

Lilly Merage

Lilly Merage is an immigrant from Iran. She was, as Paul says, his "partner" in the development of Chef America. Lilly has been and continues to be involved in and a supporter of the arts. She is a leader in the development of the innovative Artists in Residence program, joining the Merage Foundations to Chapman University Film School and the Orange County High School of the Arts. During the summer, fifteen high school students, many of them from low-income and immigrant families, spend two weeks at Chapman College learning filmmaking.

Paul Merage

Paul Merage is the Founder and Chairman of the Merage Institute. Paul has over 35 years of experience in consumer products. Following 10 years of management experience with major packaged food companies, Paul founded ChefAmerica, a startup frozen food company in 1975 along with his brother David. In time ChefAmerica became one of the largest and most profitable privately held food companies in the US. It is best known for Hot Pockets and Lean Pockets. ChefAmerica operated nationally with a workforce of over 2000. ChefAmerica was sold to Nestle in 2002 for $2.6 billion.

He is now actively engaged in providing vision and strategic direction for the MIG CAPITAL and its affiliate companies. MIG CAPITAL and its affiliates were a natural

progression of the need for a platform to carefully and professionally manage, preserve and enhance the family capital. Paul is also highly focused on a mission to "give back to America." Paul and his family created The Merage Institute. The Institute's programs are all aimed at improving quality of life through education. Each has gained positive national and indeed, International attention. He is active with the University of California Irvine's Paul Merage School of Business as the Chair of the Executive Committee of the Dean's advisory board. In addition Paul and the Merage family support a number of other philanthropic efforts. Paul received a B.S. in Economics and a MBA from the University of California.

Michal Miasnik,
West Coast Representative, BIRD Foundation
Ms. Michal Miasnik is the West Coast Representative of the BIRD Foundation.

BIRD Foundation (www.birdf.com) was established in 1977 by the U.S. and Israeli governments to develop and fund industrial Research & Development partnerships between companies from both countries on a project specific basis.

Located in the Silicon Valley, Ms. Miasnik is responsible for initiating business matchmaking activities between Israeli and American companies, business development and relationship management with West Coast hi-tech companies, and strategic growth initiatives.

Ms. Miasnik has been promoted to this role in 2004 after being an associate at BIRD beginning at 2001. Ms. Miasnik has been a squadron officer in the Israeli Air Force and holds BA degree from Tel-Aviv University.

Dave Mildrew - Partner, Medical Device Practice, Healthcare IT Practice, BioQuest

Dave is a key member of the Medical Device, Healthcare IT, and Healthcare services practice groups.

He uses his extensive background in human resources management with both large and small medical companies to identify and successfully place executive talent. Prior to BioQuest, Dave held Vice President, Human Resources positions with AccentCare, Tokos Medical, and Caremark.

He began his career as a regional HR Manager with Pfizer recruiting sales and marketing executives and has been a Director of HR for Medtronic. He has prior executive recruiting experience as a Partner with McCormack & Farrow.

Dave has an MS in Management from George Washington University and a BS in Business from Indiana University of Pennsylvania.

Bruce Money , PhD
Title: Department Chair and Fred Meyer Professor of Marketing and International Business
Email: moneyb@byu.edu

Dr. Bruce Money is Chair of the Business Management Department and Professor of Marketing and International Business at Brigham Young University's Marriott School of Business.

He is an internationally recognized expert in strategic networking and has been a visiting professor at business schools in Austria, Greece, and Singapore. Dr. Money has also received 7 outstanding teaching awards at undergraduate, MBA, and Executive MBA levels.

Prior to his academic career, Dr. Money worked in the marketing of financial services. Proficient in Japanese, his most recent business position was Vice President in the Los Angeles office of The Sakura Bank, Ltd. (now Sumitomo Mitsui), one of the world's largest banks. There he directed the bank's marketing strategy to Fortune 100 prospects for the Western U.S. and managed a corporate loan portfolio of $200 million.

Dr. Money also served as partner in a consultancy to William E. Simon, former U.S. Secretary of the Treasury, for whom he initiated a Japanese investment program.

Dr. Money also directed $1 billion in Japanese debt and equity relationships for The Koll Company (now CB Richard Ellis), the West Coast's largest real estate developer.

He has taught in over 50 executive education programs, for the University of Southern California, National University of Singapore, and the University of South Carolina, among others. He has acted as Training Consultant for Bayer Pharmaceuticals, CSX World Terminals, Blue Cross Blue Shield, Fuji Film, Nissan, Robert Bosch Corporation, and Sonoco.

He holds an undergraduate degree from Brigham Young University, an MBA from the Harvard Business School, and a PhD from the Paul Merage School of Business at University California Irvine, where his dissertation subject was strategic networking and national culture.

Warren Moon - Hall of Fame NFL Quarterback & Founder of Sports 1 Marketing

Since the 2000 NFL season Warren has strongly established himself within the sports business world. With 10 years of experience as a partner at Leigh Steinberg Sports & Entertainment, Warren went on to begin Sports 1 Marketing in 2010 with CEO David Meltzer.

All of Warren's past achievements and involvement have fueled his new company, Sports 1 Marketing's success. Gaining full representation of the NFL Hall of Fame, running major motion pictures such as The Magician: The Marlin Briscoe Story, and representing the Clemente Award and family are no coincidence. Warren and CEO Meltzer have combined their strengths and achievements to fully and positively impact every project that comes Sports 1 Marketing's way.

Now with Sports 1 Marketing involvement in such a large variety of industries, Warren's lasting image and reputation have the ability to be launched and attached to a great multitude of success and growth. Warren's new company has the ability to offer his legendary standing to any company, brand, or event. With so much experience in sports, business, and service, Warren is an ideal founder of a company like Sports 1 Marketing. The firm's commitment to excellence and creating benefits for all, match up ideally with the Hall of Fame Quarterback's basic principles

Michael A. Mussallem, CEO, **Edwards Lifesciences**

Mr. Mussallem has been Chairman of the Board and Chief Executive Officer of the **Edwards Lifesciences** since 2000. Prior to 2000, he held a variety of positions with increasing responsibility in engineering, product development and senior management at Baxter International Inc., including Group Vice President of its Cardio-vascular business from 1994 to 2000, and Group Vice President of its Biopharmaceutical business from 1998 to 2000.

Mr. Mussallem received his Bachelor of Science degree in Chemical Engineering from the Rose-Hulman Institute of Technology and was conferred an honorary Doctorate by his alma mater in 1999. He was a director of Advanced Medical Optics, Inc., from 2002 to 2009, where he chaired the Organization, Compensation and Corporate Governance committee, and World Heart Corporation from 2000 to 2003.

Mr. Mussallem is a director of the OCTANe Foundation for Innovation, is a director and former chairman of the California Healthcare Institute, and was chairman of the Advanced Medical Technology Association (''AdvaMed'') from 2008 through 2010.

Amanda Pack - Lead Auditor, Underwriters Laboratories (UL)

Amanda Pack is a Staff Engineer, Lead Auditor and Lead Regional Lead Reviewer for Underwriters Laboratories (UL).

In Ms. Pack's 15 + years at UL, she has held positions working with manufacturers of medical and IVD devices, including reviewing and assessing medical devices for conformity to UL and International safety standards, assessing technical files for Notified Body approvals, and auditing medical manufacturers' quality systems to internationally accepted requirements.

Amanda holds international experience as a Lead CMDCAS accredited auditor, Notified Body auditor for the IVD Directive and Medical Device Directives and Japan PAL qualified auditor.

Amanda is also qualified as an ISO 17025 auditor under the CB Scheme. Ms. Pack has years of experience assessing product technical files to international regulatory requirements under the Medical Device Directive and is qualified under the FDA 510(k) Third Party Review program. In addition to her technical experience, Amanda has presented at several medical industry events and is a qualified trainer for UL University technical external training program.

Amanda holds a Bachelor of Science in Biological Systems Engineering from University of California, Davis, with a specialization in Biomedical/Biotechnical Engineering.

Francois Pelletier - Director, Microsemi

Francois Pelletier is Product Line Director of the Medical Product Group at Microsemi where he oversee the Ultra-low power RF transceiver product family for the medical devices and applications such as implant devices. Francois has more than 15 years of experience in the development of electronic subcomponents for medical applications. He holds a Bachelor degree in electrical engineering and Diploma in Administration from the University of Sherbrooke, Canada.

J.P. Peltier - Managing Director, Healthcare Investment Banking, Piper Jaffray

J.P. Peltier is a managing director at Piper Jaffray in the investment banking group. Peltier has more than 14 years of experience at Piper Jaffray focused on the medical technology sector of healthcare. Peltier provides clients with advice across a full range of investment banking services from public and private equity financing to mergers and acquisition advisory.

Peltier's prior experience includes five years at HomeServices of America, a Berkshire Hathaway subsidiary, where he served as vice president of corporate development and president of the mortgage banking division. Peltier graduated from the University of St. Thomas and received a Master of Business Administration degree from the J.L. Kellogg School of Management at Northwestern University. He is a member of the board of governors of the Children's Theatre Company.

Rebecca Raabe – Manager, Abbott Ventures Inc.

Rebecca joined Abbott Ventures in 2013. Prior to Abbott Ventures, she held various marketing roles at Abbott's Vascular Division as well as two start-up medical device companies, Cayenne Medical and Ulthera. She has a diverse background of operating experience in medical technology including interventional cardiology, orthopedics, and aesthetics.

Rebecca holds a Master of Business Administration degree from the J.L. Kellogg School of Management at Northwestern University and a Bachelors of Arts in Biochemical Sciences from Harvard University.

Stanton J. Rowe
Title: Vice President, Advanced Technology and Chief Scientific Officer
Email: stanton_rowe@Edwards.com

Corporate Vice President, Advanced Technology and Chief Scientific Officer Edwards Lifesciences Corporation. Stanton J. Rowe is Corporate Vice President, Advanced Technology & Chief Scientific Officer at Edwards Lifesciences Corporation.

He previously served as president and CEO of Percutaneous Valve Technology Inc., which was acquired by Edwards in January 2004. Prior to PVT, which he helped to found in 1999, Rowe was corporate vice president of Business Development and Strategic Planning for Datascope Corp. Prior to this, he was vice president of Business Development for Johnson & Johnson's Interventional Systems Division (JJIS), responsible for the company's coronary stent development efforts.

At JJIS and the related Cordis Corporation, Rowe held a variety of positions with increasing levels of responsibility, including heading the company's Business Development, Advanced Technology, Worldwide Clinical Research, and Marketing groups. Rowe joined Cordis after having held several positions in product management for various medical device companies. He holds a bachelor's degree from the University of Alabama. He also sits on the board of directors of both ePacing and Biomerix Corporation.

Parker Schweich - Partner, Dorsey & Whitney

Mr. Schweich is a Partner and Department Head of the Southern California Corporate practice group. He has extensive experience representing companies, investment banks and venture capital firms in corporate finance transactions, including mergers and acquisitions, initial public offerings and other registered public offerings, PIPE transactions and other private placements of equity and debt, and venture capital financings. His practice also includes advising companies in a variety of industries on corporate and securities law, SEC reporting and regulatory matters, Dodd-Frank, Sarbanes-Oxley, stock exchange compliance matters, executive compensation matters, and corporate governance and other general corporate matters.

Alan B. Sellers

Title: *Senior Partner at SAIL Capital Partners*

http://www.sailcapital.com

Alan Sellers is Chairman & CEO of an emerging high tech, medical device company. He has devoted his career to helping promising companies grow, and working with entrepreneurs, founders and CEOs. For decades he has observed and studied recurring patterns in business. Sellers has a history with financier/industrialist/entrepreneurs who are members of the Forbes 400, and with multiple founders, entrepreneurs, CEOs, scientists, engineers, visionaries and inventors. He has been involved for decades at the highest levels with companies that are high tech and low tech, domestic and international, private and public, large and small.

Sellers specializes in technology start-up companies, and is accustomed to rolling up his sleeves in emerging businesses. He has 30 years of senior leadership roles in operations, private equity and Boards of Directors, including multiple emerging growth companies. Sellers has served in numerous C-level operating roles, including Chairman, Chief Executive Officer, Chief Legal Officer, Chief Financial Officer, and Chief Administrative Officer at NYSE ($5 Billion), NASDAQ ($25 Million), and/or numerous private companies of varying revenue levels from start-up to mid-size.
He has 20 years of Partner-level private equity and venture capital experience in growing companies and capital structure. He practiced law and public accounting at internationally ranked law and accounting firms. Alan has deep expertise in Mergers & Acquisitions, in deals ranging from $1 Million to $5 Billion, and in Special Ops, including dispute resolution and governance. Alan holds a BS in Economics from Yale University, an MBA from The Wharton School, a law degree from Columbia University, and a CPA from the State of New York. He is a member of the California Bar. In his spare time he serves on the Executive Committees at both the Business School and Center for Innovation & Entrepreneurship at University of California Irvine (Advisory Boards), and as Professor at The Merage Institute's Executive Leadership Program for CEOs in Orange County, California.

Dr. Andrei Soran
CEO of MetroWest Medical Center, Massachusetts
CEO of Post Acute Care Services for Vanguard Healthcare Inc.

Andrei Soran has been selected as president of **DMC Huron Valley-Sinai Hospital** in Commerce Township, and **DMC Surgery Hospital** in Madison Heights, effective Aug. 6, 2013. In his previous role was to develop and standardize those services across Vanguard's markets, and conduct their integration in ACO's, Risk Management agreements and partnership with other large healthcare systems. Vanguard is a publicly held company, with revenues of $6.5 billion. It owns 28 hospitals, employs physicians, insurance companies and has other healthcare interests.

Andrei Soran is also the CEO of MetroWest Medical Center since March 2006. MetroWest Medical Center is a health system consisting of 2 acute care hospitals, a home care agency and several physician practices. The system is a teaching affiliate of Harvard and Tufts. He is responsible for overseeing hospital operations, physician recruitment, expanding clinical services and overseeing the financial health of the hospital.

Before coming to MetroWest Medical Center, Soran was CEO at Nashoba Valley Medical Center in Ayer, Massachusetts, and COO at Merrimack Valley Hospital in Haverhill, Massachusetts. He also was director of strategic implementation at Metro West Medical Center in Framingham; and COO at Casa Colina Rehabilitation Centers (California) where he assisted with strategic planning and activities related to the building of a $32 million replacement hospital. His healthcare experience brings strengths in contract negotiation, business planning, process improvement, new program start up and inpatient and outpatient management. Soran received his bachelor's degree in physical therapy from Tel Aviv University in Israel. He was awarded his master's in science of management from Boston University/Ben Gurion University of Israel.

Sharon Stevenson - Co-Founder and Managing Director, Okapi

Sharon was responsible for Okapi's investment in Helixis (acq: ILMN), and serves as a Director on the boards of Okapi portfolio companies OrthAlign, Obalon Therapeutics, WiserCare and BioTrace. She is also a Board Observer at WellTok. Prior to founding Okapi, Sharon was the Senior Vice President of Technology and Planning for SkinMedica – a private, venture-backed, commercial stage specialty pharmaceutical company focused on the dermatology and human appearance markets. Prior to SkinMedica, Sharon was a Principal with Domain Associates, LLC – a venture capital fund specializing in life science investments. In addition to performing

due diligence and working closely with portfolio companies while at Domain, she also served as President and CFO of Volcano Therapeutics (Nasdaq: VOLC) and lead the company's growth from 1 to 14 employees and from the initial design of the first product to the first clinical trials using the device.

In addition to her responsibilities at Volcano, Sharon's past and present board affiliations on behalf of Domain include MicroVention (acquired by Terumo Corporation, OTC: TRUMF.PK), Neuropace, NuVasive (Nasdaq: NUVA), Santarus (Nasdaq: SNTS), SkinMedica, andGenVault. Prior to launching her entrepreneurial / venture capital career several years ago, Sharon was a tenured Associate Professor in the Department of Orthopedics at the Case Western Reserve University School of Medicine. She is author of over 132 publications, including 2 guest editorships and has made more than 57 presentations to professional audiences. Her clinical training was in veterinary surgery and she is a Diplomat of the American College of Veterinary Surgeons (ACVS). She has served on the governing boards of the ACVS and the Orthopedic Research Society and currently serves on the Board of Governors of the Pardee RAND Graduate School of Public Policy. Sharon has been awarded a MBA from the UCLA Anderson Graduate School of Management; a PhD in Comparative Pathology from UC Davis; and a Master of Science in Veterinary Pathology and Doctor of Veterinary Medicine from The Ohio State University.

When Sharon is not at work she enjoys designing and making her own clothes and hanging around with her husband, Dr. Jerry Finerman. When not on a horseback riding expedition to a far away place, she spends as much time as possible on a yoga mat.

Sasha Strauss
Title: Managing Director Innovation Protocol Strategic Brand Development
Email: sstrauss@innovation protocol.com

Clients, agencies, media and academic institutions call upon Sasha Strauss' award-winning forums worldwide; from Romania to China, Switzerland to Mexico. Media channels like National Public Radio (NPR), Forbes and The Wall Street Journal seek his expertise on branding everything from presidential candidates to innovative start-ups and Fortune 500s.

He has keynoted with notable speakers such as Magic Johnson, Tony Hsieh, Frank Gehry, Biz Stone and Simon Sinek. With over 17 years in strategic brand development, Mr. Strauss has built brands at the world's leading advertising, PR, marketing and branding agencies.

In 2006, Mr. Strauss founded Innovation Protocol, a brand strategy consulting firm that exclusively serves innovators. As the Managing Director, Mr. Strauss leads a team of 30 strategy consultants that serve clients such as Warner Bros, Johnson & Johnson,

Korn/Ferry International, ADP, Evite and PayPal. Innovation Protocol also allocates 10% of the company's brand development services to non-profits, with millions of dollars in philanthropic work being delivered since the firm's founding.

When not supporting Innovation Protocol's international clientele, Mr. Strauss teaches graduate brand strategy at USC's Marshall School of Business and Annenberg School for Communication. After only five years of teaching, both courses have a year waiting list and remain the most impacted courses in both programs.

On the other side of town at UCLA's Anderson School of Management, Mr. Strauss is an Executive in Residence, coaching EMBAs in corporate and professional brand development. Via these professorial roles, Mr. Strauss also teaches at preeminent graduate programs such as MIT Sloan and The Johnson School at Cornell. Mr. Strauss holds a bachelor's degree from UC Irvine, a masters in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management.

Mr. Strauss is a certified Toastmaster, an Entrepreneur's Organization leader, a Big Brother (mentor), an Eagle Scout and a swooning husband.

Mark and Dana Susson
danasusson@cox.net

Mark was born in Philadelphia, Pennsylvania. He moved to southern California with his parents in 1968. He received his Bachelor's Degree from the University of California at Irvine (UCI) in Economics in 1976. Thereafter, he attended law school at Loyola Law School in Los Angeles, CA, receiving his Juris Doctorate in 1979. The Sussons have lived in Irvine or Newport Beach since that time, and Mark has maintained a law practice in the field of personal injury. His law firm, Smith & Susson, LLP, is located in Newport Beach.

Dana was born in Orange County, California. She also obtained her Bachelor's Degree at UCI in English Literature in 1976. Mark and Dana met their senior year of college at UCI. Dana also received her Juris Doctorate from Loyola Law School in 1979. Mark and Dana married in May 1979, a few days after completing their last law school finals. Dana practiced for twenty (20) years in the field of medical malpractice defense, and presently sits as a defense arbitrator in binding medical malpractice Arbitrations. Mark and Dana have two adult children: Matthew, age 26, a graduate of UCLA; and Sarah, age 24, a graduate of University of California, Santa Barbara.

Mark and Dana are active in Jewish community activities and philanthropy. They both serve on the Board of Directors of the JCC; Dana serves on the Board of Directors of Women's Philanthropy, Jewish Federation of Orange County, and was in charge of Food for the Maccabi Games held in August 2007. Both Mark and Dana serve on numerous committees which serve the Jewish community in Orange County.

Nancy Taylor - Vice President, Kaiser Permanente

Nancy Taylor is the Vice-President for Public Policy, External Relations and Communications for The Permanente Federation at Kaiser Permanente, where she oversees the policy, marketing and communications activities of The Permanente Federation, the national umbrella organization for the eight associated medical groups of Kaiser Permanente.

Nancy is also the Executive Director of the Council of Accountable Physician Practices (CAPP) a consortium of 24 of the nation's most prominent physician-led multi-specialty group practices. CAPP is dedicated to improving health care delivery through research, innovation, and policy reform.

Previously, Nancy has led her own health care consulting practice, and held leadership and consulting positions with The Permanente Medical Group, Hamilton/KSA and Mercer, Inc. Nancy has a Master's in Business Administration from the Yale School of Management and an AB in Human Biology from Stanford University.

Tamar Thompson, Vice President, ADVI

Tamar Thompson is a health policy and reimbursement strategist with extensive experience working with governmental agencies, private payers, Congressional leaders, and patient advocacy groups to improve patient access to existing and new medical therapies. She has more than 15 years of leadership experience in health care, including the ability to develop strategic and tactical recommendations to ensure optimal reimbursement and market access for products.

Prior to joining HillCo Health, Ms. Thompson was a strategic policy advisor and consultant for two Washington DC based firms, Kimbell & Associates and Avalere Health, where she managed a diverse portfolio of clients, including medical device, biotech, pharmaceutical, and specialty drug, companies.

Preceding her time in Washington DC, Ms. Thompson was Director of Health Policy & Reimbursement at Molecular Insight Pharmaceuticals (MIP), charged with developing and launching reimbursement strategy for cutting-edge molecular diagnostic and therapeutic treatments options. She has also leadership reimbursement strategy at GE Healthcare and Bracco Diagnostics. Ms. Thompson has served as claims operations director and benefit plan manager in the managed care sector for Humana and ValueOptions.

Ms. Thompson holds a M.S. in Health Sciences with a concentration in Public Health from Trident University in Cypress California. She also has active certifications from

the American Health Information Management Association (AHIMA) as a Certified Coding Specialist (CCS) and Certified Coding Specialist – Physician Based (CCS-P).

Dan Todd - Principal, Todd Strategy, LLC

Dan Todd is the Principal of Todd Strategy, LLC, a consulting firm founded in 2014 and based in Washington, DC. The key service offerings include legislative and regulatory strategic guidance and advocacy for healthcare stakeholders impacted by Federal healthcare programs. Prior to Todd Strategy, Dan was a Senior Healthcare Counsel for the Republican staff of the Senate Finance Committee, the Committee of jurisdiction for the Medicare and Medicaid programs. His areas of responsibility for the Committee included the Medicare Part B program and the Prescription Drug Benefit (Part D).

Before joining the Finance Committee, Dan spent several years in the biotechnology industry, where he led policy development to achieve meaningful wins for his organizations. Dan represented his companies' interests with major trade associations such as PhRMA and BIO, before federal and state representatives, as well as with key stakeholders such as physician and patient advocacy organizations. Dan also served as a Special Assistant in the Office of the Administrator at the Centers for Medicare & Medicaid Services (CMS), the federal agency charged with the operation of the Medicare and Medicaid programs. While at CMS, Dan worked on Medicare Part B and Part D issues during the implementation of the Medicare Modernization Act from 2003-2005. Dan has a B.A. from Georgetown University and a J.D. from The Catholic University of America.

Bruce J. Tromberg
Director, Beckman Laser Institute
Director, Laser Microbeam and Medical Program
Professor, Biomedical Engineering
Professor, Department of Surgery
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Dr. Tromberg is the Director of the Beckman Laser Institute and Medical Clinic at the University of California, Irvine. He is Professor of Biomedical Engineering and Surgery, and former editor-in-chief of "The Journal of Biomedical Optics". Dr. Tromberg received his B.A. in Chemistry from Vanderbilt University and M.S. and Ph.D. degrees in Chemistry from the University of Tennessee where he was a U.S. Department of Energy Fellow at the Oak Ridge National Laboratory. Dr. Tromberg was a Hewitt Foundation Postdoctoral Fellow at the Beckman Laser Institute and has been a member of the Beckman faculty since 1990.

Dr. Tromberg's research interests are in the development and application of optical imaging and spectroscopy methods for non-invasive monitoring and imaging of physiological processes in cells and tissues. He and his group have developed broadband imaging technologies based on spatial and temporal modulation of light in order to measure the magnitude of light scattering and absorption in thick tissues at depths of several centimeters (http://lammp.bli.uci.edu/research/core.php?core=DOS/I). Dr. Tromberg is applying these techniques to in vivo functional imaging of cancer, vascular disease, and brain function in humans and pre-clinical animal models.

A second area of emphasis in the Tromberg lab is in the use of non-linear optical microscopy to generate high resolution functional maps of molecular processes in living cells and tissues. He is developing multi-dimensional technologies based on ultrafast lasers to visualize and quantify cell and tissue physiology with high spatial resolution (http://lammp.bli.uci.edu/research/core.php?core=MDM). These technologies are leading to a better understanding of the dynamics between cells, blood vessels, and extracellular matrix in cancer, vascular disease, and wound healing.

Dr. Tromberg has more than 300 publications and 10 patents in Biomedical Optics and Biophotonics. He has received several awards, including the UCI School of Medicine Athalie Clark Research Award, the Coherent Biophotonics Young Investigator Award, OE magazine's Technology Innovator award, the R&D 100 award, and is a Fellow of the International Society for Optical Engineering (SPIE), and the American Institute for Medical and Biological Engineers (AIMBE).

Mimi Walters - Republican Senator, State of California, 37th District

State Senator Mimi Walters represents the 37th District of the California State Senate. Having previously served two, two-year terms in the State Assembly, Walters was overwhelmingly elected to the State Senate in 2008, and reelected in 2012. Senator Walters possesses a background in both business and local government. Her professional career has included time with the firm of Drexel, Burnham & Lambert as an Investment Executive; subsequently she joined Kidder Peabody & Company.

Senator Walters began her career in public service as a member of the Laguna Niguel City Council in 1996. She served as the City's mayor in 2000, and as a Councilwoman, she was a leading voice for fiscally responsible government and local control. She is a founder of the California Women's Leadership Association (CWLA) and has served on the Boards of the National Association of Women Business Owners (NAWBO), the Laguna Niguel Republican Women Federated, the American Cancer Society, and the South Coast Medical Center Foundation.

A champion for lower taxes, less intrusive government, fiscal responsibility and property rights, Senator Walters has been active in conservative causes for many years. In 2006, she led the fight against eminent domain abuse by serving as the Honorary Statewide Chair for the Protect Our Homes Coalition. She has won all three awards that are issued by the Orange County Republican Party, being named Local Elected Official of the Year in 1997, Volunteer of the Year in 1998 and Legislator of the Year in 2005.

Most recently, Senator Walters was honored as Legislator of the Year in 2011 by the YMCA, and in 2012 by the American Camps Association. She currently serves as Vice Chair of the Senate Committees on Appropriations and Public Employment & Retirement. She also serves as a member of the Senate Budget and Fiscal Review Committee. Senator Walters graduated from the University of California at Los Angeles in 1984 with a Bachelor of Arts degree in Political Science. She and her husband, David, have 4 children. Board Member, Orange County Gang Reduction Intervention Partnership (G.R.I.P.)

Dean Gregory Washington
The Henry Samueli School of Engineering
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Dean **Gregory N. Washington**, Ph.D., joined The Henry Samueli School of Engineering in August 2011. Prior to his arrival at UC Irvine, he served as the interim dean for the College of Engineering at The Ohio State University, where he provided visionary leadership, oversight and management for one of the nation's largest and highest ranked engineering programs.

He joined the faculty at OSU in 1995, became the associate dean for research in 2005 and then was appointed interim dean in 2008. As a professor of mechanical engineering, his research is in the design and control of smart material systems, the design and control of hybrid electric vehicles and the design of smart electromagnetic systems.

Washington has been involved in multidomain research for the last 20 years. His core area of interest lies in the area of dynamic systems, with an emphasis on modeling and control of smart material systems and devices. He has been involved in the design and control of mechanically actuated antennas, advanced automotive systems incorporating smart materials, hybrid electric vehicles, and structural position and vibration control with smart materials.

He has conducted research for a host of organizations including the National Science Foundation (NSF), NASA, General Motors Company, the Air Force Research Laboratory and the U.S. Army Research Office; and has served as a member of the U.S. Air Force

Scientific Advisory Board, NSF Engineering Advisory Committee, Institute for Defense Analyses and numerous other boards.

Washington accumulated a long list of research and teaching awards from OSU, including the Alumni Award for Distinguished Teaching, the Harrison Faculty Award for Excellence in Engineering Education and the Lumley Research Award. He also is the recipient of the NSF Faculty Early Career Development (CAREER) Award. Washington holds bachelor's, master's and doctoral degrees in mechanical engineering from North Carolina State University.

DeVon Wiens- Partner- Moss Adams, National Practice Leader, Medical Devices.

DeVon has practiced public accounting since 1986 and has been in the health care finance industry since 1979. Prior to joining Moss Adams, DeVon was the CFO of a $100-million health care organization and a health care audit partner at Ernst & Young. He has extensive experience providing audits and consulting services related to mergers and acquisitions, debt and equity financing, budgeting systems, executive compensation programs, financial forecasting, securities filings, bond financing, and accounting and financial reporting systems. DeVon has a BA in accounting and business administration from Augustana College.

Kevin Wijayawickrama - Principal, Deloitte and Touche

Kevin is a Principal at Deloitte and Touche, LLP and he leads Deloitte's Health care industry sector in the West Region of the United States of America.

He has significant experience in leading large risk management and healthcare reform strategy projects, developing internal audit and risk mitigation methodology and executing internal audit services and enterprise risk assessments for a variety of organizations in the Health Sciences sector. He also serves as the risk management and healthcare reform advisor in many of our large external financial audit client teams.

He works with healthcare companies on issues surrounding information security, governance, healthcare reform and related strategy, risk assessment, internal controls, performance improvement and enterprise risk management. Prior to joining Deloitte & Touche LLP, Mr. Wijayawickrama worked in the healthcare industry responsible for clinical operations and administration and worked for Blue Cross of California. As a consultant, Mr. Wijayawickrama utilizes his healthcare industry, risk

management and business process control background to assist our healthcare clients stay ahead of changes in the industry and proactively manage their enterprise risk. He is an active facilitator and speaker in Healthcare Financial Management Association, Association of Healthcare Internal Auditors and the industry specific executive roundtables.

Michael Wiklund - General Manager, Underwriters Laboratories (UL)

Michael Wiklund is general manager of human factors engineering (HFE) at UL–Wiklund R&D. The UL business unit delivers HFE consulting services to the medical device, scientific instrument, and laboratory equipment industries. He is co-author of *Usability Testing of Medical Devices* and *Designing Usability Into Medical Devices.* As Professor of the Practice at Tufts University, he teaches courses on human factors in medical technology and software user interface design.

Michael Wiklund represents UL (Underwriters Laboratories) where he serves as general manager of the organization's human factors engineering practice. Previously for 7 years, he ran his own consulting firm named Wiklund Research & Design, which UL acquired in late 2012. He has a total of over 30 years of experience in human factors engineering, much of which has focused on medical technology development. He is a certified human factors specialist and licensed professional engineer. He is author, co-author, or editor of several books on human factors, including one titled *Usability Testing of Medical Devices*. He is one of the primary authors of today's most pertinent AAMI and IEC standards and guidelines on human factors engineering. As Professor of the Practice at Tufts University, he teaches courses on human factors in medical technology and software user interface design.

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Participants

Tehila Ben-Moshe, Ph.D. *CEO*
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Bio:
Tehila Ben-Moshe was the CEO and currently the VP R&D of cCAM Biotherapeutics, a start-up company located in the north of Israel and dedicated to the development of novel immuno therapies to treat cancer. Dr. Ben Moshe is managing the company from day one and brought early stage Incubator Company from inception to successful POC and led the development of the lead product toward clinical trials in cancer patients.

Dr. Ben Moshe is responsible for all daily activities of the company (12 employees) including R&D, Regulation, IP, HR, legal and financial activities. She is also leading the business development communications with potential collaborators including scientific, operational and corporate due diligence processes.

Prior to that Dr. Ben Moshe was member of the R&D broad management team of Protalix BioTherapeutics (AMEX: PLX), where she managed the preclinical development of recombinant proteins and was involved in regulatory filing and clinical trials.

Dr Ben-Moshe holds a BSc in Biochemistry and Food Biotechnology from Faculty of Agriculture, The Hebrew University of Jerusalem (HUJI), MSc in Neuroimmunology, from Bar Ilan University and a Ph.D. in Biochemistry from Weizmann Institute of Science- Rehovot. She did an independent scientific training as a visiting scientist and as post doc in Melbourne University (WEHI; Australia) and at the Hadassah medical school (Jerusalem).
Dr Ben-Moshe is the author and co-inventor of numerous scientific publications and patents.

Tuval Ben Yehezkel, Ph.D.
Co-Founder and CTO
SynVaccine
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Bio:
Dr. Tuval Ben Yehezkel completed his Masters, PhD and post-doc studies in biotechnology at the Weizmann institute of Science in Israel in 2012 under the supervision of Prof. Ehud Shapiro.
During his research at the Weizmann institute he lead multi-million dollar research projects, leading interdisciplinary teams of biologists, computer scientists and engineers to world-class technological developments, as evident by his authorship of numerous scientific papers and book chapters, as well as authoring several key patents in the field of genetic engineering.
Following his post-doc work at the Weizmann Dr. Ben Yehezkel established SynVaccine, a cutting edge vaccine development company. He licensed his PhD's intellectual property from the Weizmann institute of science and additional intellectual property from the Tel-Aviv University and raised SynVaccine's first round of funding from RadBiomed, a technological incubator in Tel-Aviv owned by the RAD group, one of the largest high-tech groups in Israel.
He is currently leading the SynVaccine team through its early milestones.
Dr. Ben Yehezkel is also a father of 2 girls, a former member of the Israeli under 18 national Judo team and an amateur Squash player.

Tamar Blumenfeld-Katzir, Ph.D.
Co-Founder
Bioimage
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Bio:
Tamar Blumenfeld-Katzir, PhD. is a Co-founder & CEO of 'BioImage' for the past five years. 'BioImage', a unique and innovative company in Israel providing the life science community custom-made professional imaging services. Tamar, together with Dr. Efrat Sasson, has established 'BioImage' with the vision of bringing state of the art imaging technology to the biomedical arena, facilitating therapeutic proof of concept in many fields.

Tamar has a wide knowledge and experience in advanced imaging methodologies in preclinical and clinical research, including acquisition and analysis. 'BioImage' has performed various MRI projects including academic studies and industrial drug development in various fields including: Neurology, Orthopedic, Oncology, Cardiology, Psychiatry, Nano-technology, Stem cells therapy, Medical device etc.

Tamar is a PhD. graduate in Neuroscience at MRI laboratory of Tel Aviv University. During her PhD, Tamar studied the plasticity of the brain tissue, aging and brain pathologies (e.g Alzheimer disease). Tamar has a master degree in Molecular biology & Pathology, in which she focused in diabetic type 1 research and she is a Biotechnology engineer.

Tamar has highly innovative abilities with which she leading the marketing and sales of 'BioImage'. Being in the junction of Life Science community she is recognized the client's needs and by both exposing them to the milestones studies in the world and using her wide net of connections, which she established, she able to consult and to manage the most exact and efficient imaging solution.

Tamar's motivation came from a deep passion to understand the mechanism of diseases from scientific point of view as well as from a personal experience as a daughter to a father which had a stroke 9 years ago.
Tamar is married to Nimrod a very supporting husband and a mother of a two beautiful children, Gefen (grapevine) and Dekel (Palm tree).

Erez Brem, DVM
VP, US operations
Sensible Medical Innovations Ltd.
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Bio:
An analytical and effective senior corporate professional with a highly successful background in developing, launching, and deploying multiple products, leader of multiple cross-functional and international teams, played a significant role in growing Biosense Webster business from a $100MM to $1.5BM over 10 years

A proficient and results-driven professional with 14 years of experience in the medical device, and cardiac electrophysiology industry.

Sensible-Medical Innovations 2014, Israel
Recently joined as the company Head of the US office, leading all US activities in executing the company Clinical Trial and establishing the company position in the US market

Biosense Webster, a JNJ Company 2006-2014
Successfully performed at different Medical development, Marketing, and deployment roles within the Israeli and US and Global headquarter corporate organizations: Education Leader, Marketing Director Systems, Sales Director New Technologies Specialists, and Mkt Product Director

CMT, Medibell 2005-2006, Israel

Ultraguide 2000-2004, Israel
Holds a DVM degree from the Koret School of Veterinary Medicine in the Hebrew University of Jerusalem, has completed several Medical Marketing and product management programs from the UCLA Anderson School of Management and The Big Picture from Stephen M. Ross School of Business, University of Michigan

Haim Engler
Co- Founder and CEO
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Bio:
As a serial entrepreneur Mr. Engler has vast experience with building startups from the idea stage, through fund raising, product development, creating distribution channels, sales, support, and exits. Mr. Engler is a hands-on professional which has led teams in fields of wireless communication systems, command and control systems, real-time products, encryption, surveillance cameras, Internet and mobile applications.

As a co-founder / CTO / VP R&D of infoPager Technologies, Mr. Engler was responsible for a large development team implementing a complex electronic publishing solution. He was responsible for closing technology deals with major international corporations such as Reuters, HP, Marubeni (Japan) and others, and eventually sold infoPager to a Korean company.

As a co-founder / CTO / VP R&D of Code Red Systems, Mr. Engler was responsible for implementing several products for the WiFi world, including a control system for thousands of WiFi hotspots and a WiFi anti-bridging product for mobile computers.

Mr. Engler holds a double B.Sc in Computer Engineering and in Electronic Engineering from the Jerusalem College of Technology and currently serves as an independent consultant in various project management roles and business development roles for leading Israeli companies.

Yoram Feldman
CEO
ReAbility Online of Gertner Institute at Tel Hashomer
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Bio:
Yoram Feldman MBA, B.Eng, is the Director of ReAbility Tele-Rehab Technologies at Gertner Institute for Health Policy and Epidemiology. Yoram is a member of the ReAbility Online steering committee and helps to define, develop, implement and review the business and policy concerns. He has overall responsibility for hiring and managing a staff of 30 clinicians, researchers and programmers. He also is responsible for the budget creation and execution. Yoram's role includes developing relationships with healthcare professional and medical institutions throughout the country as well as ensuring that promotional materials are made available. Prior to joining ReAbility, Yoram was the Broadband Division Application Group Manager in Texas Instruments Israel and Texas Instruments Sunnyvale, California, US. Yoram holds a BEng degree from the University of Warwick, UK and MBA from the Kellogg-Recanati Executive MBA program of Tel Aviv University and Northwestern University in Chicago. He is married and a father of 3 boys (including twins!) and is a devoted kayaker in the Mediterranean.

Marina Fridin, Ph.D.
Co- Founder and CTO
Abracadabra Robotics Ltd.
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Bio:
Marina Fridin was born in Ukraine, she received MSc (in 2004) and PhD (in 2009) degrees in Applied Mathematics and Computer Science from the Weizmann Institute of Science, Israel. For the last 4 years she served as a lecturer at the Faculty of Industrial Engineering and Management, Ariel University Center, Israel and head of the Therapeutically and Education Assistive Robotics Laboratory.

Her research interests include social assistive robotics, human computer/robot interaction, motor control, affective computing, cognitive user modeling, machine learning, and computer vision. Her research in human-robotic interaction focuses on socially assistive systems capable of aiding people through social interaction, within the current application domains of rehabilitation of children with cerebral palsy and training of children with ADHD/ADD.

Dr. Fridin published more 19 scientific articles in most important scientific journal, robotics conferences and her research had great exposure in popular media.

Dr. Fridin has also great experience in high-tech companies, as a program developer, algorithm developer and leader of teams. Currently she is CTO of Abracadabra Robotics.

Orna Harel, Ph.D.
VP Business Development
MIGAL - Galilee Research Institute
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Bio:
Dr. Harel earned her PhD degree in Biology from the Hebrew University of Jerusalem, and was a postdoctoral fellow in the Cell Biology and Metabolism Branch at the NIH. Upon returning to Israel she became a senior investigator at the University of Haifa where she managed a lab of 7 MSc and PhD students.

Having decided to pursue a change in her professional career she took advantage of her experience in securing grant money for research and started working as a senior analyst in a consultancy firm specializing in raising funds from non-dilutive sources such as govt. agencies, private foundations and others. In that position she managed a portfolio of small and medium-size companies developing new and innovative technologies, mostly in the Biotech and Pharmaceutical industries.

As a scientific and business consultant she gained extensive experience in developing strategies for securing government/industry funding for applied research. In her current position as VP of Business Development of MIGAL she is responsible for mapping scientific opportunities at the institutional level and managing the effort to identify new growth opportunities for innovation. She is also responsible for the evaluation and commercialization of MIGAL's IP portfolio through identification of potential industry partners, technology presentations and deal structuring.

Amir Inbar
CEO
Mediclever Reimbursement Consultants Ltd.
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Bio:
Amir Inbar has held varied marketing and business development positions within several high technology companies over the last 15 years. The last one, being superDimension, which was later acquired by Covidien.

In 2007 Amir founded Mediclever Reimbursement Consultants, which manages end-to-end reimbursement projects for life-science companies, selling pharmaceuticals and medical technology products in the US and Europe.

With a chain of 30 experts throughout the US, Germany, France, Italy, the UK and Spain, Mediclever has consulted more than 130 clients worldwide, assisting them with their reimbursement strategy development and the establishment of specific codes, payment rates and favorable coverage policies.

Amir runs the reimbursement course at the Graduate Program of the School of Business of the College of Management, for MBA students with specialization in biomedical management. Amir holds a bachelor degree in Law and Economics from the Haifa University and an MBA from the Tel-Aviv University.

Michal Kahan
CEO
Lev El Diagnostics of Heart Diseases Ltd.
michal@levhm.com

Bio:
Michal Kahan has held various positions within several high technology companies over the last 25+ years. Michal has experience in R&D, Marketing and Sales and Management.

Professional highlights include the following:
CEO at Lev El Diagnostics of Heart Disease since 2011.
Lev El Diagnostics of Heart Disease is a privately-held medical device company which developed and started marketing its flag-ship product HeartTrends™. HeartTrends is focused on detection of myocardial Ischemia related to coronary artery disease.

Prior to Lev El Diagnostics of Heart Diseases, Michal was a co-founder and VP of sales and product marketing at Dune Networks, a semi-conductor company.
Dune Networks developed the most advanced and highest capacity silicon for the networking market. It was acquired by Broadcom at a price of $205M, after: almost 10 years from foundation, developing 5 generations of silicon, and achieving $30M revenue, while competing face-to-face with the "Giant" Broadcom.

Before transferring to the semiconductor (hardware) market, Michal worked at software companies in various positions: Daisy (R&D, 5 years), Tecnomatix (R&D and Product Marketing, 5 years), Comverse (VP Marketing, 3 years).

Michal holds a BSc in Mathematics and Computer Science from Tel Aviv University, and completed an MBA cum laude at The International School of Management (TISOM, Israel)
Michal loves sports, specifically jogging and has already participated in two half-marathons, the latest in Madrid, April, 2014.

Michal is an IVN (Israel Venture Network) member serving as a mentor to two social businesses.

Michael Kardosh
Managing Director
AFfix Medical Ltd.
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Bio:
Michael has over 22 years of experience in managing R&D and engineering of multidisciplinary systems. Prior to joining AFfix Michael was Vice President New Technologies in Applisonix, and Vice President R&D at Neurosonix, both therapeutic ultrasound companies

For the last 14 years, Michael has gained managerial and entrepreneurial experience in the field of Medical Ultrasound. Michael holds a B.Sc. in Electrical Engineering from the Technion (Israel Institute of Technology), M.Sc. in Biomedical Engineering from Tel Aviv University and MBA from Bar Ilan University.

Professional highlights include the following:
Managing Direct of AFfix Medical, a startup company, dedicated to the development and production of High Intensity Focused Ultrasound (HIFU) applications to advance the minimally invasive treatment of complex medical conditions such as AF and VT. Michael has led the company activity from foundation to current fund raising round.

Prior to that, Michael was the V.P New Technologies at Applisonix (TASE: APLS) an innovative therapeutic, ultrasound-based company.

His Position as VP New Technologies in Applisonix included: Business development for a new device for the aesthetic market, leading an international collaboration with a strategic partner. Initiating development of new products based on the company's core technology.

Prior to that Michael served as VP of R&D at Neurosonix- a startup company, dedicated to the development and production of therapeutic ultrasound for use during cardiac surgery. Michael managed all R&D activities from company initiation till preparation for receiving the CE Mark.

Michael began his professional career as an Engineer in the IDF, serving six years as a technical officer managing various multi-disciplinary projects.

Other than formal education Michael has completed the Mediation and Dispute Resolution in Businesses and Organizations course at the LAHAV, Executive Education, Faculty of Management, TA University

Iram Levit
Co-Founder & CEO
Lyra Medical Ltd.
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Bio:
Iram has diverse experience in the medical device arena where he held various managerial positions.

Prior co-founding Lyra Medical, Iram was Vice President of Marketing and Business Development at Real Imaging Ltd., a medical imaging company specializing in early breast cancer detection. Iram was responsible for all Marketing, Business Development, Product Management and Clinical & Regulatory Affairs activities, as well as fundraising activities and led the preparation for IPO at the Tel-Aviv Stock Exchange.

Prior to joining Real Imaging Iram managed the entire Product life cycle of a Hemodynamic Monitoring System in Medcon, later acquired by McKesson. Iram led this innovative product line from first concept through a successful penetration to the US and EU markets.
Iram holds a BSc. in Biomedical Engineering from Tel-Aviv University.

Tzachi Levy
Project Manager
Biosense Webster Inc.
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Bio:
Tzachi Levy works as an R&D Project Manager at Biosense Webster, a company specializing in the diagnosis and treatment of cardiac arrhythmias (abnormal electrical activity in the heart).

Tzachi originally worked for Biosense Webster in 2005-2007, and after an interlude of 6 years at Intel, rejoined the company in early 2013. Tzachi was recruited to lead the implementation of the innovative Contact Force technology in the SMARTTOUCH® family of catheters, Biosense Webster's Class III star product in 2013-2014.

Tzachi has recently been promoted to lead the development of the 4th generation of the CARTO® System, the company's flagship product and main platform.

During his six years at Intel, Tzachi was initially one of the founding engineers and later leader of the Worldwide Intel SOC ("System-on-a-Chip") group that pioneered the development of the Tablets and Mobile Phone platforms, a completely new direction for Intel.

Tzachi was promoted through the ranks to positions of successively increased responsibility, based on his consistently exceeding goals and expectations.

For the three years preceding his time at Intel, Tzachi worked for Biosense Webster as lead System Engineer, responsible for new technologies and collaboration with third parties such as Stereotaxis (a St. Louis-based start-up company) and Siemens Ultrasound.

Prior to entering the commercial job market, Tzachi served and worked in defense related companies and organizations for almost 8 years. During this time, he led the development of a multi-disciplinary project which won the prestigious Israeli Defense Award.

Tzachi holds a B.Sc. in Electronics from the Tel Aviv University. In his free time, he enjoys kite-surfing and playing soccer with his adorable baby girl.

Kim MacMillan
Deputy Director- COO
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Bio:
Kim MacMillan is Deputy Director and COO of MSR, the Israel Center for Medical Simulation. MSR has established itself as an international role model, and has gained recognition as a vitally important addition to Israel's medical education network leading a nationwide effort to introduce new standards and innovative approaches to health care training and patient safety education.

Kim holds a Bachelor's degree in languages – French Literature with a minor in Classical Studies and English Literature and an International Executive MBA in a Joint Program of J.L. Kellogg & Recanati Graduate Schools of Business.

Kim has held various management positions in a variety of companies over the last 30+ years. She brings leadership and experience in management and operations, along with excellent interpersonal skills and a passion for the work that she is involved in.

In 2004, Kim made a transformative move into the non-profit world in order to take part in something bigger, to work towards betterment of the world – "tikkun olam", and to help bring about change in patient safety culture and enhance humanism and self-reflection in healthcare. She took a position in Business Development for MSR, the Israel Center for Medical Simulation at the Sheba Medical Center.

After two years she became deputy director and COO, responsible for all marketing, financial, administrative and operational aspects of the center along with business development, managing philanthropic grants and overseeing international affairs. MSR has a multi-disciplinary staff of 45 and annual revenues of over $3.6 million.
Prior to this, Kim co-managed stock portfolios for a small private partnership for a period of 6 years. She also worked for two years for a small company specializing in trade before going back to school to get her MBA.

Kim began her business career in New York where she worked for almost 10 years for the Italian clothing company Benetton. She was General Manager of 8 retail stores and then became General Manager of the Benetton Representation in the Caribbean.
Kim moved to Israel in 1968 from the US. Following her university studies (and years abroad studying in California, Paris and Rome), she moved to New York where she lived and worked for 10 years, returning to Israel with her husband and two daughters in 1992.

Shai Melcer, Ph.D.
Executive Director
BioJerusalem
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Bio:
Shai Melcer has a rich, wide-range background, both academic and professional.
Shai has studied and practiced both Law and Biology, performed scientific research and headed several organizations, projects and ventures.
At his current position, Shai utilizes government funds coupled with creativity, out-of-the-box thinking, a multi-disciplinary approach and excellent inter-personal relations to promote the Biomed industry in Jerusalem.

Professional highlights include the following:

- Director of the Meyerhoff Youth Center for Advanced Studies (NOAR SHOCHER MADA) in the Hebrew University of Jerusalem.
- Co-founder of the Hebrew University Biotechnology (HUB) center (aka BioGiv) that is now being established as Israel's first real academy-based Biotech accelerator.
- Teaching assistant in the Institute of Life Sciences at the Hebrew University – ETGAR excellence program for life-sciences undergraduate students.
- Founder and chairman of MOACH - Hebrew University Teachers and Researchers Organization.
- Vice chairman and chairman of the Hebrew University Teaching Assistant Staff Organization.
- Hebrew University Senate member – experimental research student representative.
- Attorney at Doron Lange Law Offices (head office, Jerusalem).
- Senior member, in charge of Search-&-rescue and IAF liaisons, design team for the joint Trekking-Operations-Center of the Society for protection of Nature in Israel and the Ministry of Education.

Shai holds an LLB (1995) and LLM (2001) (civic / corporate law) from The Hebrew University of Jerusalem Law School and a PhD (2013) in Genetics (cell and molecular biology) from The Hebrew University of Jerusalem Faculty of Science. He is also licensed by the Israeli Bar Association since 1999 and has a Mediator's certification since 2002. Shai is also a member of the Jerusalem Forum for Bioethics and is interested in Biomed public policy.

Professional websites: www.biojerusalem.org.il ; www.jda.gov.il

Deborah E. Shalev, Ph.D.
Deputy Head of the Department of Pharmaceutical Engineering
Azrieli College of Engineering Jerusalem
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Bio:
Debbie Shalev has worked on a number of aspects of drug development over the past 15 years. She has academic experience in research towards identifying drug leads and has worked in collaboration with a number of drug development companies. She brings this expertise to the world of academic engineering education where she has teaches and holds academic administrative and management positions.

Debbie began her career as the liaison between the academia and industry in the DA'AT Consortium for developing new technologies and designing and developing drugs and diagnostic kits (a “MAGNET” project of the Chief Scientist of Israel) on the subject of nuclear magnetic resonance (NMR).

She continued her NMR research as a research scientist at the Wolfson Centre for Applied Structural Biology at the Hebrew University of Jerusalem where she still works on drug-development and discovery from the research point of view in collaboration with over 20 research groups in different institutions; and has worked in collaboration with established and startup companies (Peptor, Glycominds, BTG, Sigma, Bioline). Recently she has branched out and is beginning to work in the field of computational structural biology.

Debbie has developed and taught undergraduate and graduate courses at The Hebrew University, Tel Aviv University, the Azrieli College of Engineering Jerusalem and the Jerusalem College of Technology (Machon Tal).

Debbie joined the Azrieli College of Engineering Jerusalem as deputy head of the department of Pharmaceutical Engineering, and participated in developing the program including theoretical and lab courses, and collaborating with industry and academy both for academic development and student engineering projects.

Currently Debbie belongs to the senior faculty of the Azrieli College of Engineering, chairing the Committee for Academic Affairs, and holds a part-time research position at the Hebrew University.

Debbie holds a BSc in Chemistry, an MSc (*Summa cum laude*) in Organic Chemistry, a PhD in Biophysical Chemistry, all from Tel Aviv University, and is a Professor of Chemistry awarded by the Council for Higher Education.
Debbie has two sons, one will start university this year and one is serving in the IDF; sings in the Jerusalem Oratorio Choir and volunteers for the hotline of the Celiac Association, Israel.

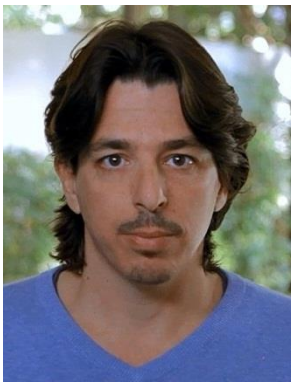
Amir Schechter, Ph.D.
CEO
Gili Medical Ltd.
Amir@gili-medical.com

Bio:
Entrepreneur, Co-Founder and CEO of Gili Medical, A medical device company that develops a continuous non-invasive hypoglycemic alarm device for type 1 & type 2 insulin dependent diabetic subjects.
Previously managed Operation Research projects for the IDF, and several other companies.
Has past experience in development of artificial pancreas algorithms.
Awarded an MSc in Medical Physics (honors) and a PhD in Medical Physics (Thesis: “Non-Invasive and Continuous Blood Pressure Measurement by Photoplethysmograph”) from Tel Aviv University.
Has over 20 years of experience in algorithms development, simulation, Operation Research, System analysis and medical device development.

Gabi Tarcic, Ph.D.
Senior Director, Research and Clinical Operations
NovellusDx Ltd.
gabi@novellusdx.com

Bio:
Dr. Tarcic joined NovellusDx in July 2012, bringing with him more than a decade of experience in cancer cell biology and signal transduction. Starting as a project manager he is now leading the R&D and clinical activities in NovellusDx including R&D design, IP production, strategic planning, multidisciplinary team management and business development.

Gabi holds a Ph.D. from the Weizmann Institute of Science, where he trained in the lab of Prof. Yosef Yarden. During this time, Dr. Tarcic published his research widely in leading peer-reviewed scientific journals. He also co-edited a book entitled Vesicle Trafficking in Cancer, which was published by Springer Press, the leading publisher of medical and scientific literature. Dr. Tarcic received his B.Sc. with honors from the Hebrew University in Jerusalem and a Ph.D. from the Weizmann Institute of Science.



Michael Vardi
Founder and CEO
Temp Drop
michael@temp-drop.com

Bio:
Michael has conceived Tempdrop (pun intended) in mid-2012. It took him about a year to secure a grant for developing the prototype and form partnerships with top fertility app developers, and another year for selling 370 devices to early adopters (mostly from the US) and officially "start the business", gathering a team of highly skilled people to join him working together on developing the first wearable sensor that will help millions of couples achieve pregnancy simply, using their smartphones.

His first entrepreneurial experience came about between medical device startup projects (2006) – he has started a private kindergarten business for his wife in just three months, hands-on all activities: from construction work to guerrilla marketing, achieving ROI by Q2. Although quite different from biomedical engineering, it eventually allowed him, 6 years later to follow his entrepreneurial aspirations and start Tempdrop, funding most of the activities out of his own pocket and adhere to the long journey of starting his own company.

During his M.Sc studies he has joined the core team of Sialo (TASE:SALO) from inception up to IPO and R&D secession, and has been focusing on medical device start-ups ever since. He was the co-founder and CEO of EStimME, developing a neurostimulation implant to treat Tinnitus, and has led all of its activities, including clinical trials, intellectual property generation and more.

Michael holds a B.Sc Cum Laude in Mechanical Engineering from the Ben-Gurion University and an M.Sc in Biomedical Engineering from the Tel-Aviv University.

Michael is 39, married+3, living in Herzeliya, Israel. A year ago Michael and his wife Mali, decided to join a "Zionist start-up" and bought a piece of land in a new, currently under construction settlement in the Negev ("Carmit") and they're very excited to build their home there in a few years.

Participants Companies and organizations overview

- **Abracadabra Robotics Ltd.**
- **AFfix Medical Ltd.**
- **Azrieli College of Engineering Jerusalem**
- **Bioimage**
- **BioJerusalem**
- **Biosense Webster Inc.**
- **cCAM Biotherapeutics Ltd.**
- **FlameFlex**
- **Gili Medical Ltd.**
- **Lev El Diagnostics of Heart Diseases Ltd.**
- **Lyra Medical Ltd.**
- **Mediclever Reimbursement Consultants Ltd.**
- **MIGAL - Galilee Research Institute**
- **MSR- the Israel Center for Medical Simulation**
- **NovellusDx Ltd.**
- **ReAbility Online of Gertner Institute**
- **Sensible Medical Innovations Ltd.**
- **SynVaccine**
- **Temp Drop**

Company Name:
Location: Kfar Saba, Israel
Website: www.abracadabrarobotics.com

Contact
Name: Marina Fridin
Email: MarinaFridin@gmail.com
Phone:
Mobile: +972543394840

Industry: Therapeutically Device
Company launch date: January 2014
# of employees: 11
Status (Demo /prototype /etc.) and its date: development of prototype

Customers: Tel HaShomer rehabilitation center, Israel
Rancho Los Amigos Rehabilitation Center, LA , USA

# of users:
Not yet

Strategic Partnerships:
Robosavy, Portugal
RoboLab, US

Financial Highlights
Last 3 months' revenue:
Monthly burn rate:
Money in bank: 100000$

Funding Info
Previous capital raised: 100000$
Valuation:
From whom: Tnufa, Israel Grant; Private Loans

ONE SENTENCE DESCRIPTION: Abracadabra Robotics is humanoid robotics system for long-term companionships of people with disabilities to provide efficient rehabilitation/learning process.

MARKET OPPORTUNITY: 35% of people over the age of 60 will have a stroke. 80% of them receive various forms of disability. There is a window of opportunity of up to a year (!) allows maximum rehabilitation and regain lost skills, relearn tasks, and work to be independent again.

PRODUCTS: Humanoid Robot for post-stroke rehabilitation, especially at home. Playing rehabilitation games with our robot allows compliance rehabilitation all-over-the-clock; it will lead to reduction of admissions and days spent in care institutions. With our robot patient will prolong the time spent living in own home when ageing with emerging functional impairments.

TECHNOLOGY:

Remote guidance: Telemedicine system allows the physical **therapist** to **convey tasks to the robot and the robot to**

Human-robot interaction:
Patient interacts with the robot by playing **"therapeutically games".**
For instance, the patient move and grasp a cup of tea. The cup has embedded sensor and transmit the data describing the patient movement to the robot. **The robot gets the data, interpreters it and automatically creates appropriate response** (e.g. feedback, joke, next or express emotions)

BUSINESS MODEL: We will penetrate to market through professional opinion leader (lead Post-Stroke Rehabilitation Centers); receive reimbursement under the code of assistive robotics). Additionally, the product will be financed by informal money: US$ 6 billion at 2013.

INTELLECTUAL PROPERTY: We build patent portfolio.

COMPETITION: 1. Assistive Robotics: for paralyzed patient, extremely expensive
2. Virtual Reality: for short term interaction and not painful tasks
3. Human professionals extremely expensive

COMPETITVE EDGE AND BARRIERS: unique algorithm for social interaction (patent)

FUTURE MILESTONES: prototype, trials, production, distribution

MANAGEMENT: Team of experienced people for industry, management, marketing, science and medicine.

FINANCIALS ($K)	2012	2013	2014	2015
REVENUES			ESTABLISHED	
EXPENSES			$1ML.	$1.5ML.
NET PROFIT				

AFfix Medical Ltd.

Virtual Bipolar Ultrasound Technology – Treating Cardiac Arrhythmias

www.affixmedical.com

Cardiac Arrhythmias Market

■ Cardiac Arrhythmias are irregularly fast heartbeats that affect millions of patients worldwide (over **8 Million in China** and **3 Million in the US alone**) and can lead to heart failure, stroke or death. Catheter ablation targeting culprit areas in the patient's heart is considered the gold standard treatment for such arrhythmia.

■ The catheter ablation market exhibits strong growth at a compound annual rate of 14 % and the market is estimated at **$ 2 Billion by 2015.**

■ A major shortcoming to existing solutions in treating cardiac arrhythmia, and in particular VT (Ventricular Tachycardia) and AF (Atrial fibrillation) is the difficulty to create a continuous and transmural lesion.

This challenge results in a recurrence rate as high as 50%.

Technology Highlights

■ AFfix Medical is the first company to develop a **Virtual Bipolar Ultrasound Ablation System**. The company's unique technology enables safe and efficient transmural tissue ablation.

The Company

■ AFfix Medical was founded by **Rainbow Medical** (www.rainbowmd.com), and world known cardiac surgeons Dr. **Francesco Maisano** and Dr. **Stefano Benussi**, **San Raffaele Hospital,** Milan Italy

■ AFfix Medical is supported by international renowned Key Opinion Leaders, from the **Cleveland Clinic** and the **Texas Heart Institute.**

Achieved Milestones

■ **Efficacy results in preclinical trials** for both AF and VT systems yielding results unachievable in current available technology.

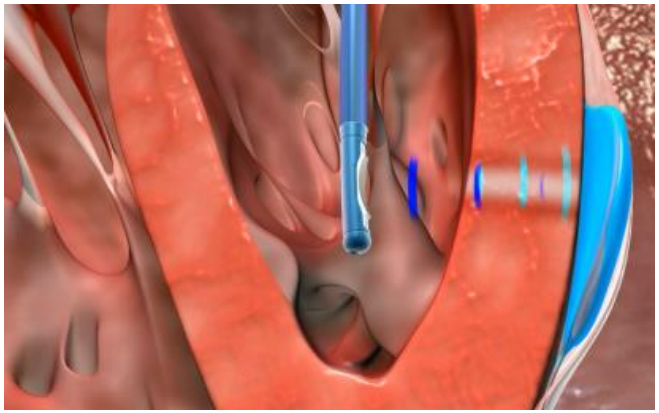
■ Cadaver studies to prove feasibility in humans.

■ A complete **patent family** covering apparatus and methods.

■ Generating **platform** technology enabling a rich future pipeline.

Key Features

■ Quick and safe energy delivery with no need for contact or force sensitivity.
■ Additional unique epicardial surface EP mapping.
■ Simple access to the pericardium using a novel visual access tool.
■ Complete and continuous transmural lesions.



Company Name:
Location: Jerusalem
Website: www.jce.ac.il

Contact
Name: Deborah E. Shalev
Email: debbie@jce.ac.il
Phone: +972-2-6591830
Mobile: +972-52-2227669

Industry: Academy
Company launch date: 1999
# of employees: 130

Customers: Pharma industry and Institutions that award graduate degrees

# of users: 2000 students

Strategic Partnerships: Technion; Intel; Hebrew University

Financial Highlights
Non-profit

Funding Info
Previous capital raised: ~ $20 million
From whom: Israeli funds and Israeli and international donors

Looking to Raise
Amount: ~$25 million
Use of funds: Strategic development, technological and research R&D

ONE SENTENCE DESCRIPTION:
Academic college for engineering, Department for Pharmaceutical Engineering

MARKET OPPORTUNITY:
Students who want to learn pharmaceutical engineering; students of other engineering disciplines who wish to study in Jerusalem; students who wish to study in an institution that emphasizes Entrepreneurship.

INTELLECTUAL PROPERTY:
Intellectual property of our faculty members.

COMPETITION:
Universities and leading colleges (Technion, TAU, HUJI, BGU, Ort Braude).
Strengths: University, location (center of the country), reputation.
Weaknesses: No program for Pharmaceutical Engineering, less personal attention, location (for those who wish to study in Jerusalem), no associated accelerator.

COMPETITVE EDGE AND BARRIERS:
Unique program, Entrepreneur club, Accelerator. Location is subjective (edge and barrier)

FUTURE MILESTONES:
Department: Expanding study programs to include pharma-specific sub-disciplines (QA, medical devices); Additional lab equipment; Research labs. College: Environmental Technology Engineering department; Masters programs; Classroom building (March 2015); dormitory building

MANAGEMENT:
Department achieved permanent accreditation from the Council for Higher Education.

Company Name: BioImage
Location: Haifa
Website: www.bioimage.co.il

Contact
Name: Tamar B. Katzir
Email: tamark@bioimage.co.il
Phone: +972-77-4220730
Mobile: +972-54-6257724
Industry: Imaging
Company launch date: 09/09
# of employees: 4
Status (Demo /prototype /etc.) and its date: CRO
Customers: Tel-Aviv university; Technion; Ben-Gurion university; Hadassah university; Bar Ilan university; Assaf Harophe hospital; RAMBAM hospital; Soroka hospital; Ichilov hospital; REUT hospital; Geha Mental Health Center; CardioGard Ltd; BrainQ Technologies Ltd; Novocure; CartHeal Ltd; microbot; iceCure; MagenOrthoMed Ltd; NeuroDerm; Teva Pharmaceutical Industries Ltd; Enopace Biomedical Ltd; Keystone Heart; TRUPHATEK
# of users:
Strategic Partnerships: BioMedical
Financial Highlights
Last 3 months' revenue:22k $
Monthly burn rate: 7k $
Money in bank:
Funding Info
Previous capital raised:
Valuation:
From whom:
Looking to Raise
Amount:
Round:
Pre-money valuation:
Funding committed:
Use of funds:

Estimated future funding to achieve positive cash flow:

ONE SENTENCE DESCRIPTION: BioImage's uniqueness comes from its intimate knowledge and experience to perform pre-clinical and clinical imaging researches. BioImage is the first independent Israeli companies in this field.

MARKET OPPORTUNITY: BioMedical and pharmaceutical companies, Academic Institute; hospitals

PRODUCTS: Imaging out-sourcing

TECHNOLOGY: MRI (PROVIDE CT, EEG, MEG, US services as well)

BUSINESS MODEL: IMAGING CORE LAB - CRO

INTELLECTUAL PROPERTY:

COMPETITION: : International academic institute (providing imaging services); Imaging Core lab.
Strengths: international clinical studies.
weaknesses: Less academic researches.

COMPETITVE EDGE AND BARRIERS:

FUTURE MILESTONES: INTERNATIONAL IMAGING CORE LAB; PRIVATE FUND/LIFE SCIENCE CETNER TO ADVANCED START UP'S COMPANIES.

MANAGEMENT: Exposure of the biomedical companies, academic institutes and physicians to BioImage abilities and gives benefits which can provide great opportunities for growth and development in the biomedical field.

FINANCIALS ($K)	2012	2013	2014	2015
REVENUES	73	126	57 (8 MONTHS)	
EXPENSES	30	48	50 (8 MONTHS)	
NET PROFIT	43	78		

Company Name:
BioJerusalem
Location: Jerusalem
Website:
www.biojerusalem.org.il

Contact
Name: Shai Melcer
Email:
shai@biojerusalem.org.il
Phone: 025617532
Mobile: 0547878466

Industry: Government / Biomed Biz-Dev
Company launch date: 2006
# of employees: 1
Status (Demo /prototype /etc.) and its date: NA

Customers:
Jerusalem based Biomed cluster stakeholders, i.e. Biomed companies and service providers, academic institutions and medical centers.

# of users: NA

Strategic Partnerships:

Financial Highlights
Last 3 months' revenue: NA
Monthly burn rate: NA
Money in bank: $70M budget for 5 years

ONE SENTENCE DESCRIPTION: A government funded one-stop-shop, leveraging Jerusalem's unique life sciences resources to strengthen and expand its Biomed cluster.

MARKET OPPORTUNITY: We offer the best environment for biomed companies – physical locale, R&D services, academic collaborations and financial incentives. Our latest initiative is a 1,000 m^2 subsidized laboratories complex for rent to biomed start-ups. This joins a grant of up to 3.9M NIS to encourage employment.

PRODUCTS: High-quality positions in the Biomed sector; Academia-industry collaborations; attraction of multi-national corporation R&D centers; investor relations.

BUSINESS MODEL: Create added value to Jerusalem based Biomed industry, Academia and medical centers by allocation of government funds via grants and incentives according to confirmed procedure; direct financing of strategic projects on a match-funding basis; direct funding and/or execution of networking events and community promoting actions.

COMPETITION: Other Biomed industry foci, e.g. Rehovot-Nes-Ziona. Some enjoy attractive location or a critical mass of companies and subsequent professional reputation. None boast the unique composition of Jerusalem's Bio-cluster or government funds.

FUTURE MILESTONES: (1 year) Development of a Jerusalem Bio-community; (1 year) establish lab space for rent to start-ups and promote a 1st in Israel academy-based Biotech accelerator; (2 years) expand industry to ~130 companies; (3-4 years) Establishment of a major R&D center, e.g. Broad-Jerusalem.

MANAGEMENT: After almost 1 year as Exec. Dir. Of BioJerusalem, I have executed the funding support of several Bio-infrastructure foci in Jerusalem, established several investor relations and promoted a 1st in Israel M.Sc. program with integrated industrial experience.

Biosense Webster, a Johnson & Johnson company

Biosense Webster, a Johnson & Johnson company, specializes in the diagnosis and treatment of cardiac arrhythmias (abnormal electrical activity in the heart). Biosense Webster has defined the state of design and craftsmanship in diagnostic and therapeutic cardiac catheters and offers more electrophysiology catheter designs than anyone else in the industry. Beyond numbers, its continuous pursuit of practical innovation has led to a steady flow of breakthrough designs.

Biosense Webster has delivered mapping and navigation innovations that have advanced the science and practice of electrophysiology. Ongoing research and development at Biosense Webster has given electro-physiologists (EPs) access to 3-D, real-time, color-coded views into the heart's electrical activity, allowing diagnosis and treatment with increasing precision. Collaboration with leaders in related industries is pushing the clinical boundaries still further, resulting in new technologies such as contact force sensing, remote magnetic navigation, and intra-cardiac echocardiography (ICE).

Biosense Webster (Israel) Ltd. is the Technology Center for R&D and manufacturing of CARTO® Systems worldwide. A global leader in its field, Biosense Webster has developed a range of 3D heart imaging products that help EPs diagnose and treat arrhythmias.

Dr. Shlomo Ben-Haim founded Biosense in Haifa in 1993 as a start-up for the production of 3D cardiac navigation and mapping systems, as well as the development of miniature smart sensors for precision placement of catheters in the heart.
In 1970, William Webster established Webster Laboratories in California as a developer of proprietary catheters: thin flexible tubes inserted into the body to test or treat various tissues.
Johnson & Johnson acquired both Biosense and Webster Laboratories in 1996, and in 1997 consolidated them as Biosense Webster, the world's leading cardiac electrophysiology company. Today, Biosense Webster employs more than 2000 professionals in 40 countries around the world, and has more than $1.3 billion in annual sales.

Biosense Webster (Israel) was the first company in the world to develop a precision, real-time, 3D cardiology mapping system using catheters tipped with a smart sensor for navigating within the circulatory system. The CARTO® SYSTEM enables comprehensive treatment of cardiac arrhythmias.
There are hundreds of publications from all over the world about the CARTO® SYSTEM and its clear contribution to the treatment of cardiac arrhythmias, including a major reduction of time required
for such procedures. The CARTO® SYSTEM, used to treat hundreds of thousands of patients each year, is protected by hundreds of patents invented by a team of Israeli scientists and engineers.
Treatment results are documented in hundreds of articles in major international medical journals.

Today, thousands of dedicated Biosense Webster problem-solvers around the world continue this legacy of innovation, born of listening to the needs of doctors and their patients.

Biosense Webster ideas have singularly propelled the field of electrophysiology from a collection of possibilities to an established, mainstream medical discipline. They've made profound differences in the medical community's approach to diagnosing and treating arrhythmias by enabling physicians to find and cure more types of disease, contributing directly to improved procedural methodologies and higher success rates, and enhancing safety for both patients and physicians. Most importantly, Biosense Webster ideas have helped untold numbers of patients around the world regain their health energy, and even their lives.

Team

Biosense Webster (Israel) has 220 employees, 80% of whom work in multidisciplinary R&D, and 20% in the production staff.
The company is driven by an innovative, young, and dynamic team. The R&D group includes a special faculty that focuses on future technologies.
Biosense Webster (Israel) contributes to its community with volunteer programs for children, adolescents, and the elderly, in addition to packaging and delivering food to the needy.

ONE SENTENCE DESCRIPTION:

cCAM Biotherapeutics develops novel immunotherapies for different cancer indications. cCAM's lead agent, CM-24, is an immunomodulatory antibody that harnesses the patient's immune system to attack tumors.

Company Name:
cCam Biotherapeutics Ltd
Location:
Misgav Industrial Park, Israel
Website:
www.ccam-bio.com

Contact
Name: Dr. Tehila Ben Moshe
Email: Tehila@ccam-bio.com
Phone: 972(4)9534651
Mobile: 972(52)3319649

Industry:
Biopharmaceutical
Company launch date:
June 22, 2012
# of employees: 12
Status and its date:
cCAM has demonstrated proof of concept through in-vivo studies and is entering clinical studies (Q3 2014)

Customers: NA

Funding Info
OrbiMed
Arkin Holdings
Pontifax

MARKET OPPORTUNITY: new target and novel innovative drug (antibody) for the immuno-oncology field.

PRODUCTS:
CM-24 - immunomodulatory antibody to treat cancer

TECHNOLOGY: innovative drug with new mechanism of action

BUSINESS MODEL: collaboration with "big Pharma" to advance the product to late clinical phases

INTELLECTUAL PROPERTY: The company holds 10 patents and patents applications protecting the antibody and the epitope, covering potential use in cancer and non-cancer indications, combination therapy and diagnostic

COMPETITION: first in class drug, not aware of competitors that entered clinical trials

COMPETITVE EDGE AND BARRIERS:

-New target & novel mAb with new mechanism of action
-Potential of broad application
-Higher barrier for generic (bio-similar) entry
-mAb's hot trend.
Immuno oncology is a progressing field of cancer research and cancer treatment and antibody therapies are currently the most successful form of immunotherapy, with many approved treatments for a wide range of cancers
-Cancer is becoming increasingly common in developing and developed countries, with significant potential for market expansion in both regions. Worldwide, there remain significant unmet needs in cancer treatment, with great opportunities for companies who can develop safer and better-targeted.
Threats:
-Regulatory Challenges due to new target with novel immunomodulatory mechanism
-Costly and lengthy drug approval process
-Failure in clinical trials
-The Company has limited capacity to conduct and manage clinical trials, and rely on third parties, potentially including collaborative partners and contract research organizations

FUTURE MILESTONES: First in Human clinical trial – start January 2015

FlameFlex - Progressive lens as an optical sticker

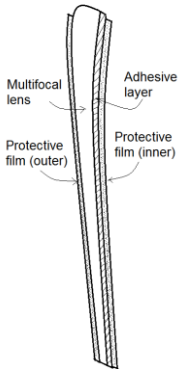
haim.engler@gmail.com
arieli.yoel@gmail.com

The Problem

As people reach middle age, the eye's lens loses its flexibility making it harder to focus clearly on close objects and difficulties in reading printed words. The condition is medically known as Presbyopia.
Presbyopia is usually treated with progressive eyeglasses which are characterized by a gradient of increasing lens power with distance prescription at the top of the lens and full reading addition at the bottom of the lens.
The main disadvantage of progressive lenses are their extremely high cost. They are dispensed at a much higher price than single-vision reading spectacles, preventing people from using it when they start needing it.

The Solution

FlameFlex provides a reasonable solution for the Presbyopia problem, while keeping an affordable price that enables use of multifocal/progressive lenses by everyone who needs it.
The product is made of a clear elastic material and implemented as a sticker to apply on a regular single-vision spectacles. The sticker is mass-produced from a transparent and flexible material, such as Polymacon or any other Silicone-based material, and has a variable thickness. This gradient in the thickness and curve, when combined with the existing focal length of the attached eyeglasses will produce an optical impact as a standard progressive lens.
Applying the sticker to the existing single-vision spectacles may be done by the customer himself after doing a simple vision test and self-aligning it by using intuitive marks on an outer film protecting the sticker.



A sticker lens with variable thickness

Target Market


Applying a cellphone protection film

The high price-tag for multifocal/progressive lenses prevents many people from buying it. Such high cost is definitely postponing its adaption by many Presbyopia patients for several years, at least.
The affordable price of this product, between $3 to $20 (depends on the target country) will enable people to go to any nearby store of a local Pharmacy chain and experience progressive lenses during their early stage of Presbyopia. For countries with high percentage of population living in poverty, and for developing countries, such solution is expected to gain tremendous success.

Status

This initiative won the 3'rd prize at the prestige 45+ brilliant visionaries' competition held by the Merage Institute on May 2014. The project is now during its Optical Design stage and requires additional funding of $250K to complete its first prototype, and $1M to commercially bring it to market in selected countries.

The value proposition

Help humane society, enable people to experience progressive lenses even during their early stage of Presbyopia.

Low end-user price leading to a tremendous success in developing countries.

Reasonable projects' budget.

Patent protection.

Experienced and knowledgeable founders.

The Founders

Dr. Yoel Arieli, the head of the Applied Physics department of JCT (Jerusalem College of Technology) with vast experience in various vision-related startups.

Mr. Haim Engler, an experienced entrepreneur, founded Code Red Systems and infoPager Technologies and took them from the idea stage, through fund raising, product development, construction of distribution channels, sales, support, and exits.

Intellectual Property

USPTO application filed on May 2014.
In process of submitting additional patents.


Progressive eyeglasses for everybody

Company Name:
Location: Gili Medical LTD
Website:

Contact
Name:Amir Schechter
Email:amir@gili-medical.com
Phone:972-9-7720052
Mobile: 972-54-3550434

Industry: Medical Device
Company launch date: 2010
# of employees:6
Status (Demo /prototype /etc.) and its date: Prototype, Clinical Experiment

Customers: None

# of users:37 (experiment participants)

Strategic Partnerships:

Financial Highlights
Last 3 months' revenue: 0
Monthly burn rate: 50K
Money in bank:260k

Funding Info
Previous capital raised: 1.2M$
Valuation:1.6M$
From whom:CBI

Looking to Raise
Amount:3M$
Round:A
Pre-money valuation:
Funding committed:
Use of funds: Clinical Study, R&D, CE & FDA

Estimated future funding to achieve positive cash flow:2.5M$

ONE SENTENCE DESCRIPTION: Automatic, Continuous, Noninvasive nocturnal hypoglycemic alarm system

MARKET OPPORTUNITY:
Today, there are around 220 million diabetic subjects both type 1 & 2. Today there is no real solution to the hypoglycemic detection problem, especially in children and at night. Our system provides a non-invasive, continuous solution to this problem.

PRODUCTS:
The Diabrace is a unique bracelet that detects and alarms the user from nocturnal hypoglycemic events and is intended to be used by type 1 and type 2 insulin dependent diabetic subjects.

TECHNOLOGY:
Our system measures 4 physiological parameters (heart rate, perspiration, trembling & peripheral vasoconstriction of blood vessels). Based on these 4 parameters and our unique algorithm, the device automatically detects and alerts the user, his family and our call center upon the onset of hypoglycemic event. This alarm enables the subject or his surrounding to stop the event, thus reducing the risks resulted from a severe event.

BUSINESS MODEL:
Our business model consists of 2 compilmentary parts. The first one is selling the device to the end user through the usual channels i.e. the drugstore chaines such as CVS or Walgreens. The second part is a call center service which detects the event remotely. The call center then calls the family, alerts them about the condition and offers help. This service will be offered as a monthly paid service.

INTELLECTUAL PROPERTY:
The IP of the company consists of patents that are in the examination stage in the USA, Israel, Europe, China, India, australia, Hongkong, Japan and Korea.

COMPETITION:
There are a number of continuous glucose meters, which are invasive, expensive to operate (100$ per week) and have accuracy problems when measuring low glucose levels.
The current non invasive devices are cheap devices but with low detection probability and high false alarm rates.

COMPETITVE EDGE AND BARRIERS:
Our device has high detection probability with low false alarm rate, far better than other devices.
The device consists of software and hardware and also protected by a strong patent.

FUTURE MILESTONES:
Large scale Clinical experiment in home environment.
Finalising the development of a stand alone bracelet with real time embeded software to detect and alarm hyoglycemic events.

MANAGEMENT: The Company has a highly experienced leading team with vast experience in management, algorithm development, and clinical experiment management. Our cumulative experience consists of management from large military and government bodies, 5 startup companies, more than 10 clinical experiments and more than 10 R&D project.

FINANCIALS ($K)	2012	2013	2014	2015
REVENUES	0	0	0	0
EXPENSES	150	470	550	1100
NET PROFIT	-150	-235	-225	

Company Name:
Location: Kibbutz Shefayim,
Website: www.levhm.com

Contact
Name: Michal Kahan
Email: michal@levhm.com
Phone: +972-9-8656051/2
Mobile: +972-54-5662888

Industry:
Company launch date: 2000
# of employees: 5
Status (Demo /prototype /etc.) and its date:
Evaluations after clinical study/Start of sales

Customers:
Israel: commercial – Sheba rehabilitation, Clinics (private clinic)
Additional evaluations: Meir, Ziv, Nazarath, Belinson, Soroka, Poriya, KItiyat shmona, Shaarei Zedek
US: Mayo in clinical study
Germany: evaluation in 4 hospitals
Japan: 3 hospitals clinical study
UK: clinical study
evaluations: Singapore, Philippines, India, China, France, Hungary

Financial Highlights
Last 3 months' revenue: 0
Monthly burn rate: $80-100K
Money in bank:

Funding Info
Previous capital raised: $9M
Valuation: $100M
From whom: all private

Looking to Raise
Amount: NA
Round:
Pre-money valuation:
Funding committed:
Use of funds:

ONE SENTENCE DESCRIPTION: privately-held biomedical company which specializes in the field of detection of cardiovascular diseases

MARKET OPPORTUNITY: Public and Private hospitals (in & out patients), Cardiology clinics, General Practitioners , Health checkup centers Corporations (tests for employees), Sports unions and Gyms, National Health Insurance, Health insurance companies (health assessments)

PRODUCTS:
HeartTrends™ is a client-server SW algorithm that analyzes a 1H holter reading to detect myocardial ischemia related to Coronary Artery Disease (CAD). Seen to be
TECHNOLOGY:
Patents on the company's unique analysis of Heart Rate Variability (HRV) for the detection of myocardial ischemia
BUSINESS MODEL:
Service-based solution, Lev El provides as a loan a free-of-charge Holter, No license fee of software, instead sell pools/packages of tests
INTELLECTUAL PROPERTY:
patents exist and pending (3 total)
COMPETITION:
No direct competition, since we provide a solution which is much more superior to exercise stress test (EST), you may want to include companies that are trying (and I am not aware of any company that succeeded) to improve the reliability of EST
COMPETITVE EDGE AND BARRIERS:
From the end –user perspective the HeartTrends is a simple, quick, easy to use, no stress involved test. Test can be done at the doctor's clinic, at home, in office, etc.
From the doctor's (customer) perspective the HeartTrends test is highly reliable compared to exercise stress test, no expensive and bulky equipment required, No need for a doctor to be present during the test and Patients are not exposed to the unnecessary risk of exercise, radiation or to an invasive/semi invasive procedure. HeartTrends was proved to be very effective in terms of time & motions analysis.
The technology is based on a complex mathematical algorithm, backed by patents and validated by world-wide clinical studies. Our business model is unique and is a significant revenue generator
Risk & Barrier – market access of a new marker to a conservative population (cardiologists)
FUTURE MILESTONES:

- Complete multi-center clinical study comparing EST & HeartTrends to Stress ECHO, in two Mayo clinic centers (MN, AZ) and in two hospitals in Israel - 621 patients (7 months to completion)
- Complete Japanese study comparing HeartTrends to CT Angio results (4 months to completion)
- Complete evaluations in many hospitals world-wide
- Market Access : Start sales and enhance # of tests were we already started sales

Lyra is a company dedicated to improving the quality of life of women. We develop an innovative device for the treatment of Pelvic Organ Prolapse (POP). The device uses a proprietary technology, protected by worldwide patent applications.

Lyra's technology will revolutionize the treatment of women suffering from POP through a simple and well-known procedure that does not require hospitalization or general anesthesia. The procedure can be performed by any trained gynecologist or urologist and will provide an excellent solution even to the most severe POP cases.

Lyra Medical was established by two experienced and successful entrepreneurs, whose expertise in the medical device field and clinical practice were combined to create a strong technology answering a true need for improving Pelvic Organ Prolapse (POP) treatment.

Natural childbirth causes a trauma to the pelvic organs and is the most common risk factor for prolapse of pelvic organs. Statistics show that as many as 50% of women who gave birth one or more times, have some degree of genital prolapse, and between 10% to 20% experience symptoms that may require surgery. About 7 million women are candidates for surgical POP repair in the US and Europe alone, and each year over 700,000 women undergo surgical repair to cure their condition.

The techniques used today suffer from significant drawbacks:

- They involve blind introduction of surgical instruments.
- There is a high risk for major operative and post-operative complications.
- There are limited long term results.
- They are difficult to use and require high proficiency and long learning curve.

Unlike other POP repair devices, Lyra's technology mimics the natural anatomy and restores pelvic organs to their functional and physiological location. The technology offers a simple procedure that could be performed by a wider range of caregivers, making it more accessible to women worldwide, hence increasing the current market size (currently $600M annually).

Lyra's solution offers the following advantages:

- Safe and Easy to insert via trans-vaginal approach
- Reduces post-operative pain
- Eliminates mesh complications (e.g. mesh contraction and erosion)
- Shortens the procedure's length and the surgeon's learning curve
- May solve associate urinary incontinence

<u>Current status</u>:

- **R&D -**
  - Reached implant final design
- **Clinical Affairs -**
  - 3 cadaver studies have been done. Participating surgeons overwhelmingly approved of the implant and its supporting concept.
  - Animal study has been done successfully, demonstrating the implant safety in live biological environment.
  - First-in-Human clinical study in progress
- **IP –**
  - US and EU patents have been approved (granted).
  - Few continuation patents are pending.

- **Mediclever Ltd.**
  3b. Lubetkin St.,
  Herzlia 4640903,
  Israel
  www.mediclever.com
- **Contact**
  Amir Inbar, CEO
  amir@mediclever.com
  Phone: +1.845.570.2910
  Mobile: +972.50.837.1711
- **Industry:** Medical Device
- **Company launch date:** May, 2008
- **# of employees:** 2 + ~30 subcontractors based in different EU countries
- **Status:** Revenue
- **Customers:** More than 140
- **Looking to:** Assist early-stage, US based, medical device companies, obtain reimbursement in Europe
- **Need:** Access to early-stage, US based, medical device companies

The Problem

Anyone who has worked for long enough in the medical device industry, saw a lot of amazing medical technologies developed by early stage companies. Unfortunately, most patients will not benefit from those technologies unless they are properly reimbursed by health insurance companies.

Mediclever Reimbursement Consultants

Mediclever guides early stage medical device companies on how to develop their clinical data, set their prices, establish beta sites and harness the support of the local medical community, in order to convince local health insurance companies to reimburse their technologies and enable patients to gain access to them.

What makes us Different?

1. We integrate the work of over 30 reimbursement consultants with proven experience in medical device reimbursement, preparation of value dossiers and other value communication tools, performing pricing and reimbursement assessments, creating tools for health economic modeling and developing market access strategies.
   ⇨ This enables us to guide our clients through the entire reimbursement process. No need to switch consultants along the way.
2. Our reimbursement consultants are based in Europe.
   ⇨ This enables us to guide our clients in almost all EU countries. No need to work with different consultants for different countries.
3. Pre-defined flat fees for clearly defined deliverables. No retainer or open-ended hourly fees.

Australia Austria Belgium Canada Denmark
France Germany Israel Italy Netherlands
Spain Sweden Switzerland UK US

MIGAL GALLILEE RESEARCH INSTITUTE

MIGAL is an independent applied research institute specializing in the fields of biotechnology, environmental and agriculture sciences, to benefit public and private enterprise. MIGAL was established in 1979 in the city of Kiryat Shmonah to create a scientific research core facility and knowledge-based economic generator at Israel's northern periphery.

Research In MIGAL

Our team of qualified researchers includes 65 PhDs and a total of about 200 researchers distributed into 25 labs that are managed by seasoned senior group leaders.

Research in MIGAL is highly interdisciplinary combining expertise in plant sciences, chemistry, computational chemistry, biochemistry and microbiology. We also have an in-house unit of about 50 agro-researchers and technicians working in several experimental farms nearby. This agro R&D unit known as "Northern R&D" enables us to execute a research program that goes all the way from the bench to the field. Our research groups often work together to produce new and innovative approaches to specific scientific questions.

MIGAL is at the heart of a broad network of knowledge exchange that extends throughout the Galilee, encompassing Tel Hai Academic College, where MIGAL scientists fill academic positions and whose students gain experience in MIGAL's labs, a new Biomedical Research Administration created by MIGAL and the Ministry for the Development of the Negev and the Galilee to expand and empower biomedical research in Galilee Medical Centers, both qualitatively and quantitatively, and promote high quality collaborative research with the Galilee research institutes.

MIGAL forms the basis for a large number of agro-innovation and BioMed projects, some of which ended up as successful, publically traded, biotech companies.

MIGAL's scientific research has been the basis of numerous patents and entrepreneurial applications. MIGAL owns (in whole or part) and manages several enterprises specializing in biotechnological and agricultural applications. Innovations stemming from MIGAL's work attract investment and create opportunities for economic growth in the Galilee.

MSR
Israel Center for Medical Simulation

Company Name: MSR
Location: Sheba Medical Center, Tel Hashomer, Israel
Website:msr.org.il

Contact
Name: Kim MacMillan
Email:kim.macmillan@sheba.health.gov.il
Phone: +972-3-5305700
Mobile: +972-52-6667075

Industry: Medical Education
Company launch date: 2001
# of employees: 45
Status (Demo /prototype /etc.) and its date:

Customers: Israel's Ministry of Health, Israel Medical Association, Magen David Adom, IDF Medical Corps, Tel Aviv University's Sackler medical School, Sheba Medical Center, Haruv Institute Etc.

# of users: 160,000

Strategic Partnerships:
National Institute of Testing and Evaluation
Financial Highlights
Last 3 months' revenue: $1M
Monthly burn rate: $316K
Money in bank:$600K

Funding Info
Previous capital raised:
Valuation:
From whom:

Looking to Raise
Amount:
Round:
Pre-money valuation:
Funding committed:
Use of funds:

ONE SENTENCE DESCRIPTION: MSR, the Israel Center for Medical Simulation exposes health professionals to challenging simulation-based encounters and extreme scenarios where they can err, reflect and learn from their errors without endangering real patients.
MARKET OPPORTUNITY: To sell simulation consulting and training services mainly to US healthcare institutions and medical and nursing schools.
PRODUCTS:

- Consulting Services to help establish simulation centers
- Faculty Development and Training Services
- Simulation-based Curriculum Development
- Evaluation & Simulation-Based Testing (SBT)
- "Scenari/o": An Integrated Solution for Operating and Managing a Simulation Center with debriefing and assessment software

TECHNOLOGY: "Scenari/o": An Integrated Solution for Operating and Managing a Simulation Center with debriefing and assessment software
BUSINESS MODEL:
MSR is a unit of the not-for profit Medical Research Infrastructure Development and Health Services Fund by Sheba Medical Center operating on a fee for service model. Although for the most part operationally balanced, MSR relies on the support of donors and research grants for capital improvements, upgrades and development.
INTELLECTUAL PROPERTY:
MSR has know-how from 13 years of experience.
COMPETITION: List competitors and their strengths & weaknesses
Harvard, Pittsburgh and the University of Miami's simulation centers that provide some of the same services
Strengths – Strong brand Name, US based
Weaknesses – Have not changed and evolved over the 10 years of providing their services
COMPETITVE EDGE AND BARRIERS:
Competitive Edge - MSR has much more experience in multi-disciplinary and multi-modality simulation-based training. MSR tailors the services to the customer following needs assessment. Moreover, MSR has a strategic alliance with Israel's National Institute for Testing and Evaluation (equivalent to the US ETS). Thus, MSR has been able to forge ahead with simulation-based testing and evaluation for Israel's regulatory bodies. MSR can help expedite the process of adopting simulation into regulating training and assessment junctions.
Barriers – MSR is not a US institution and its employees for the most part are Israeli born. Moreover, the healthcare professionals have mainly trained in Israel.
FUTURE MILESTONES:
To be fully self-sustainable by relying less and less on philanthropic grants and more and more on fees for services provided in Israel and abroad. We are also considering developing a for profit arm.
MANAGEMENT:
MSR has expanded from a 2 person organization to 45 multi-disciplinary staff members. Moreover, MSR has developed its business model from being mainly dependent upon philanthropy to an almost operationally sustainable fee for service model. MSR's revenues have grown from a few thousand to over $3.6M. Despite MSR's 2000 sqm we have an acute problem with space and need to delay or turn down customers for many many months. MSR has managed to develop a strong base of nationally mandatory training and testing programs which will only continue to grow in the future.

FINANCIALS ($K)	2012	2013	2014	2015
REVENUES	2,515	3,600	4,000?	4,500?

Company Profile-

NovellusDx developed a high-throughput, gene-by-gene oncogenic activity assay, which rapidly identifies the actionable mutations within a given patient tumor. Our technology identifies tumor-specific driver mutations, but unlike sequencing-based tests, NovellusDx is based on a **functional assay** that detects dysregulated activation of signaling pathways. This allows us to identify functionally impactful driver mutations regardless of whether the mutation has been previously described in the literature or not. Moreover, NovellusDx assay allows examining the impact of a drug or drug candidate on a specific tumor, in terms of its ability to inhibit the dysregulated signaling pathways. All this is done in an automated fashion, and we obtain results in under seven days.

Our technology addresses two major bottlenecks inherent to Next Generation Sequencing (NGS):

1. The majority of mutations that are identified by NGS have never been characterized previously in the literature and therefore are considered mutations of uncharacterized functionality. In any given tumor, most of the identified mutations fall under this category while only a limited number of mutations, in a given tumor, are considered driver mutations. Yet, many of the uncharacterized mutations are indeed oncogenic and generate resistance mechanism in the tumor. This, of course, is critical for both tailoring a successful treatment, as well as, clinical trial outcomes.
2. NGS does not test recommended treatment protocols, but rather only provides correlatory information between DNA mutations and available drugs. This is in contrast to NovellusDx, which incubates the recommended drugs on the live cells and monitors the effect of the different drugs on the activation level of the signaling pathways.

ReAbility online
movement & language rehabilitation

Company Name: ReAbility Online of Gertner Institute
Location: Tel Hashomer
Website: info.reabilityonline.com

Contact
Name: Yoram Feldman
Email: yoram@reabilityonline.com
Phone: +972 3 5308033
Mobile: + 972 52 6667062

Industry: Healthcare
Company launch date: 2009
# of employees: 30
Status (Demo /prototype /etc.) and its date: product launch

Customers: Sheba medical center, Reut medical Center, Lewinstein rehabilitation hospital

# of users: 200 patients

Strategic Partnerships: Sheba medical center

Financial Highlights
Last 3 months' revenue:
Monthly burn rate:
Money in bank:

Funding Info
Previous capital raised:
Valuation:
From whom:

Looking to Raise
Amount:
Round:
Pre-money valuation:
Funding committed:
Use of funds:

ONE SENTENCE DESCRIPTION: Tele Rehabilitation systems developer. Winner of TEDMED 1st prize for 2014 medical startup.

MARKET OPPORTUNITY: 40 million cases a year of stroke and traumatic brain injury patients

PRODUCTS: Motion rehabilitation system , Language rehabilitation system.

TECHNOLOGY:
Language system: artificial intelligence technology that learns from a human speech therapist how to react to patient inputs. The system allows a single speech therapist to treat up to 4 patients in parallel.
Motion system: Kinect based system with virtual environment engine that allows setting tailored activities per patient evolving condition.

BUSINESS MODEL:
1. Patient subscription – monthly fee for software and several online treatments.
2. Rehabilitation clinics - one time sell
3. Insurance companies – a rider

INTELLECTUAL PROPERTY: Two pending patents.

COMPETITION:
Language: several small companies that provide multiple choice type of exercises, with constant expected feedback for the patient.
Motion: several small companies and research labs that focus on rehabilitation for non-neurological patients.

COMPETITVE EDGE AND BARRIERS:
Language: the only system that provide computerized feedback for open questions activities. The system has a certainty algorithm that turns for human clinician when in doubt how to react and learns from that experience for next time.
Motion: focused on neurological impairments, both motoric and cognitive. Provides means to support using a human clinician from remote call center, to train and assist low functioning patients.

FUTURE MILESTONES: Extend our rehabilitation solutions to other illnesses such as neck (whiplash) rehab, Parkinson, mild cognitive impairment (MCI) and other.

MANAGEMENT: Chairman: Prof. Mordechai Shani, MD – Israel prize winner, Sheba hospital GM for 33 years.
CEO: Yoram Feldman, BEng, MBA – CV attached.
Clinical director: Prof. Tamar Weiss, OT – world expert in rehabilitation technologies.

FINANCIALS ($K)	2012	2013	2014	2015
REVENUES				
EXPENSES				
NET PROFIT				

Sensible Medical Innovations

Introducing Sensible Medical Innovations

Overview

Sensible Medical Innovations has developed a proprietary medical radar monitoring and imaging technology (ReDS™). The company's first application focuses on Congestive Heart Failure (CHF), the leading cause of hospitalizations worldwide for adults 65+. The small device, worn on top of the clothes, monitors lung fluid in a non-invasive manner, at home, or in the hospital and provides early detection of CHF exacerbation. Sensible aims to demonstrate a 50% reduction in hospital readmissions of heart failure patients. Future developments include applications for pulmonary, surgical, neurosurgical and oncology patients.

Market Opportunity

CHF is the leading cause of elderly patient hospitalizations worldwide

- Annual US CHF expenditure: $40B; $20B on hospitalizations alone
- By 2030 the US CHF expenditure is expected to reach $97B
- CHF consumes 43% of Medicare spending
- 70% of readmissions are avoidable
- Population: 6M patients in the US alone

Competitive Landscape

ReDS™ is the first effective, non-invasive technology for heart failure monitoring that addresses current technology gaps

- Weight & symptoms and bio-impedance devices while safe and affordable, have not been able to show meaningful clinical improvement
- Implantable devices, while clinically effective, require surgery, apply to small portion of patients and tend to be costly
- CT & MRI scanners are highly accurate but neither mobile nor safe for continuous monitoring

Fast Facts

Founded: 2007

Employees: 30

Management:
Amir Ronen, CEO
Tziva Broida, CFO
Amir Saroka, CTO
Dr. Dan Rappaport, CSO

Chair, Clinical Advisory Board
Dr. William T. Abraham,
Ohio State University

Awards
Cleveland Clinic Global Cardiovascular Innovation Center Award

Investors
SCP Vitalife Partners
Genesis Partners
Private investors
Chairman, BOD
Avi Ludomirski, MD

Tempdrop

MISSION STATEMENT: Tempdrop helps couples achieve pregnancy and reduce healthcare costs using a state-of-the-art wearable sensor for accurately tracking fertility related metrics.

Company Name: Tempdrop
Location: Raanana, Israel
Website: www.Temp-drop.com
Twitter: @Temp_drop
Facebook: /Tempdrop

Contact name: Michael Vardi
Email: Michael@temp-drop.com
Mobile: +972-54-2295555

Industry: Healthcare
Company launch date: Aug 2013
 # Of employees: 5
Status and its date: Prototype, expecting first production batch by December, 2014

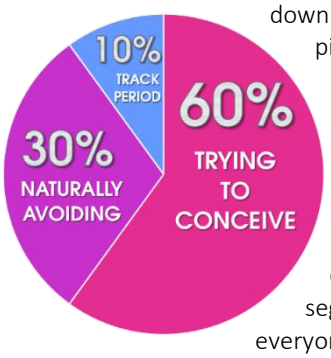
Customers: >500 - Early adopters of our crowdfunding campaign + website pre-orders.

Current Strategic Partnerships and Collaborations: Partnerships with 5 top tier fertility apps, addressing 3.3 million active users.

Looking to Raise: Will be disclosed privately.
Round: Seed
Use of funds: Mass production, market entry.

What else?: Listed among the Top Ten Wearable Tech Made in Israel by NoCamels.com

MARKET OPPORTUNITY: **Fertility Apps** are a fast-growing, popular category on app stores (>150M downloads, >15% active users). These apps analyze user input data to pinpoint ovulation for helping couples optimally time intercourse for achieving (or avoiding) pregnancy. Accurate app predictions, require daily input of a woman's Lowest ("Basal") Body Temperature attained during sleep, which minutely shifts around ovulation by ~0.4°F. Nowadays, women find it very hard to adhere to the daily choir of early morning wakeup temping, resulting in unreliable app predictions and user dropouts. Whether trying to conceive or avoid pregnancy naturally, Tempdrop taps both market segments[1,2] offering reliable, hassle-free fertility tracking, for everyone.



PRODUCTS: Tempdrop is the only wearable sensor that analyzes thousands of data points collected during sleep to derive a standardized Basal Body Temperature value and seamlessly integrate it into any fertility app.

TECHNOLOGY: Multiple sensor architecture for achieving accurate skin temperature (±0.05°C/±0.1°F). Motion sensing for monitoring sleep.[3] On-cloud analytics of Circadian Rhythm and sleep quality. Low-energy Bluetooth wireless communication.

BUSINESS MODEL: We have structured a win-win business model with fertility app developers to cross-sell Tempdrop to their users (minor shared revenue). We will also sell Tempdrop sensors combined with a white-label fertility app (from our Strategic Partners) to Fertility Clinics, thus providing fertility-related data currently unavailable to doctors.[4]
Paid access to Tempdrop's global data will also be available for app developers and research centers.

COMPETITION: **Duofertility** – A handheld computer + sensor that monitors accurate skin temperature and motion for pinpointing ovulation. The system costs $800; there is no mobile integration (connected via USB to a PC) and it cannot be used for avoiding pregnancy. The high price tag addresses a small market segment of "Childless Couples", <1000 pregnancies reported.

COMPETITVE EDGE: Current partnerships will cross-sell Tempdrop to over 3 million active fertility apps users. More partnerships will be formed as production commences. An open, cross-platform mobile integration facilitates addressing more users and collecting more data than any single app can.

FUTURE MILESTONES: Deliver 500 devices to our early adopters from our 1st production batch. Mass production scale-up, marketing and distribution. Nearly 10,000 devices sold by end of 2015.

FINANCIALS	2015	2016	2017	2018
REVENUES	$1.22 M	$8.98M	$19.8M	$28M
GROSS PROFIT	$763K	$6.34M	$13.9M	$18.8M
OPERATING EXPENSES	($1.23M)	($2.11M)	($2.33M)	($2.49M)
PROFIT	**($466K)**	**$4.23M**	**$11.6M**	**$16.3M**

MANAGEMENT: **Michael Vardi**, Founder, CEO – Michael is a passionate entrepreneur with significant experience developing innovative ideas into technological projects. He holds a B.Sc. Cum Laude in Mechanical Engineering from Ben-Gurion University and M.Sc. in Biomedical Engineering from Tel-Aviv University.
Eyal Lasko, Founder, VP R&D – Head of R&D section at unit 8200 (IDF), Managed the entire project development cycle in Itamar Medical (TASE:ITMR) which specializes in sleep monitoring systems (6 years), Senior R&D project manager at Bioness Neuromodulation(10 years). Eyal holds a B.Sc Cum Laude in Electrical Engineering, an M.Sc in Biomedical Engineering and Executive MBA Cum Laude from Tel-Aviv Univers

1_http://www.ncregister.com/blog/sarah-reinhard/goodbye-thermometer-hello-tempdrop | 2_http://qz.com/195761/fitness-trackers-could-bring-back-the-worlds-oldest-form-of-birth-control/
3_ Melatonin and the circadian system: contributions to successful female reproduction; Fertility and Sterility, August 2014 | 4_http://digitalhealthpost.com/2014/09/19/fertility-trackers-cut-infertility-costs/