

BENCH COMMUNITY

Clinical Needs

Innovation

Clinical Practice

Translating New Ideas Into Clinical Practice

A Virtual Introduction Seminar Series

Series 2, Seminar 4

Date and Time: December 16, 2021 **Time:** 4:00 p.m. – 5:30 p.m.

Topic: Building Your Startup Team

Location: Watch the Recording on [our Kaltura Channel](#)

Seminar Description:

Building a successful company requires expanding expertise beyond scientific research experience. Typical additional resources are required to address market analysis, accounting/finance, design for scale-up manufacturing, regulatory advice, and distribution strategy to access your potential customer. Attendees will learn about key factors in creating and managing a business development team vs. a research-focused team.

Topics:

- Key expertise required on a business start-up team
- Hiring planning and timing for resource development
- Networking, mentors, and evaluating advice/input
- Options: hiring employees, using outside consultants, non-paid partners (stock owners), your investors as mentors
- Positives for team development and cautions

Speaker Information:



Gerard Eldering

Interim Director, New Ventures, VCU Innovation Gateway; CEO, Perfusion Medical

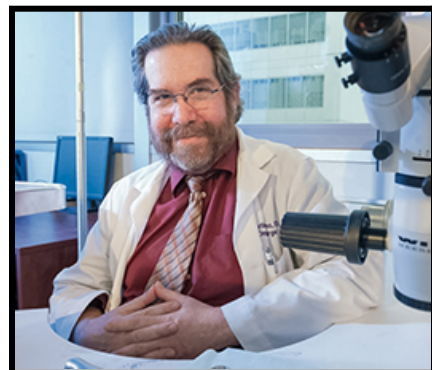
Gerard is an experienced entrepreneur, a nationally recognized authority on technology transfer venture creation and currently serves as the CEO of Perfusion Medical as well as the Interim Director of New Ventures at Virginia Commonwealth University. Since becoming an entrepreneur in 2007 Gerard has participated in the formation of more than 12 tech startups, raised more than \$4 million in seed funding, and led the successful

turnaround and sale of a technology consulting firm. Gerard is an expert at university licensing, startup formation, and company operations. He has in-depth experience identifying promising university technology, launching startup companies, securing seed funding, and building entrepreneurial management teams. Prior to 2007 he founded and served as Director of the Technology Transfer Office (TTO) at The MITRE Corporation. Gerard is a military veteran who served in the US Air Force for seven years as a UH-1 Helicopter Pilot and Instructor Pilot. Gerard holds a B.A. in Physics, an M.B.A. and is a registered patent agent.

Faculty Success Story Speaker:

Martin Mangino, Ph.D.
Professor, VCU Surgery and Physiology

Dr. Mangino has over 35 years of academic experience in the area of ischemia, reperfusion, shock, and critical illness research.



Schedule: (*Tentative*)

TIME	DISCUSSION	SPEAKER
4:00 p.m.	Welcome Address	L. Franklin Bost
4:05 p.m.	Building Your Startup Team	Gerard Eldering
4:55 p.m.	Faculty Success Story	Martin Mangino, Ph.D.
5:15 p.m.	Q&A Session	L. Franklin Bost
5:25 p.m.	Closing Thoughts	L. Franklin Bost

Watch Now

FOR MORE INFORMATION:

For more information about the Institute for Engineering and Medicine, visit us at <https://iem.vcu.edu/>

To watch recordings of our previous B2C sessions, visit <https://iem.vcu.edu/events/bench-to-community/>



VCU Institute for Engineering and Medicine