

# Hot Emerging Biomedical Technologies and Their Successful Commercialization

Mar 30<sup>th</sup> , Wednesday, 7 PM  
 CLU – Richter Hall  
 Ahmanson Science Building



The progress in biomedical research is, to a large extent, technology-driven. The nurturing environment established by the technical hub of Southern California gives birth to thousands of medical product ideas each year. However, less than 5% of the ideas find their way to successful commercialization. How does the venture community select the winners, and what can you do to increase your probability for success? Our speaker will highlight the hot ticket medical device applications for today, and those on the horizon. She will also discuss the complex obstacles that mark the path of new medical device development and will share the secrets that lead to successful commercializing a new product idea.

## Nancy Patterson

Nancy Patterson is the CEO of Strategy Inc., a business center for opportunity development and technology assessment. She is a Venture Analyst and works as a consultant to the Alfred E. Mann Institute, a technology transfer institute at the University of Southern California and for The MedFocus Fund, an Irvine based incubator/accelerator fund. She has over 18 years experience in senior business development and marketing roles with emerging technology medical device companies, the last three of which were acquired by multinational medical companies for several hundreds of million dollars.

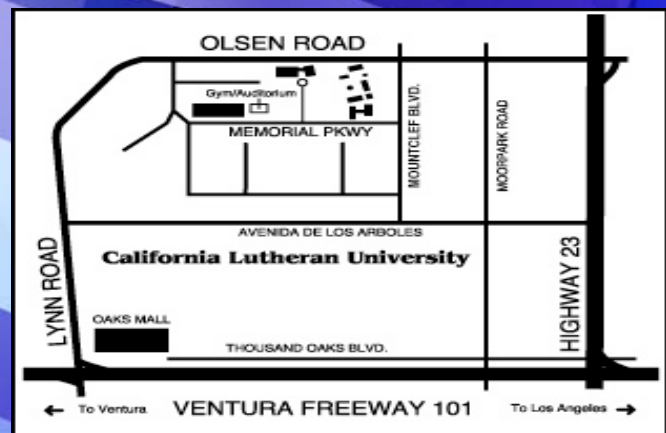
Ms. Patterson teaches funding techniques for emerging medical device technologies at the University of California at Irvine. Ms. Patterson has an undergraduate degree from University of Michigan, Western Campus in Chemistry and graduate in Immunology. She has an MBA from University of Southern California with a combined Finance and Marketing focus.

Address: Cal Lutheran University,  
 100 Ahmanson Science Building,  
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Directions: [http://ww2.clunet.edu/index\\_2/campuses.php](http://ww2.clunet.edu/index_2/campuses.php)

## Point of contact:

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**Dinner starts @6PM**