

# Commercialisation at the Intersection of Tech and Bio – What are the Value Drivers?



**Wednesday 13<sup>th</sup> December 2017**

**08.30 -11.30hrs**

**The Shard, 32 London Bridge Street, London SE1 9SG**

**Hosted by Mathys & Squire LLP**

**Supported by Instinctif Partners**

This meeting is a part of a series of satellite seminars hosted in London on the day prior to the annual [Genesis Conference](#). This **invite only** seminar will bring a focussed group of attendees from a variety of perspectives together for networking, debate and future collaboration.

The increasing application of technology, both digital and engineering, in the discovery, development and deployment of innovative medical treatments is creating exciting opportunities and significant challenges.

For innovators, the convergence opens up potential new applications and markets for their ideas, yet traditional IP strategies may not be optimal in supporting their commercialisation plans.

For investors, the convergence affords unique opportunities to back innovations that truly link biomedical and healthcare solutions to patients and payer need. However, it may be challenging to identify where the optimal route to market may lie.

The invited speakers and panellists will discuss how the key value elements of a convergent technology and product can be identified, protected and commercialised from the various perspectives.

## **Agenda:**

08.30 Registration and networking over refreshments

09.00 Welcome from the Host

09.10 Keynote Address: “Where is convergence happening in Life Science R&D and Healthcare?”  
Daniel Green, Yaqrit

09.30 “Identifying the key element of your convergent product and how to protect it”  
Craig Titmus, Mathys & Squire

09.45 “Communicating the convergent value proposition to investors”  
Melanie Toyne-Sewell, Instinctif Partners

09.50 Case Study  
Doug Quinn, SkinBioTherapeutics

10.05 Case Study  
Victor Higgs, Applied Nano Detectors

10.20 Panel Discussion Chaired by Martin MacLean, Mathys & Squire

Panellists: Simon Heywood, Ruffena Capital  
Melanie Toyne-Sewell, Instinctif Partners  
Victor Higgs, Applied Nano Detectors  
Doug Quinn, SkinBioTherapeutics  
Daniel Green, Yaqrit

11.00 Closing Remarks  
Tony Jones, One Nucleus

11.05 Networking over refreshments

11.30 Close

This event is open to attendees from the following organisation types:

- Biotechnology, Diagnostics and Pharma companies
- Drug development advisers
- Investors and analysts
- Technology Transfer Offices
- Policy makers
- Translational research academics
- Media

**Note:** Attendance at this event is by invitation only via [tony@onenucleus.com](mailto:tony@onenucleus.com) who should be contacted for further information about the event in the first instance.