



University of California
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Business Concepts for Life Scientists: Strategy

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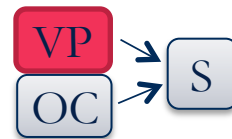
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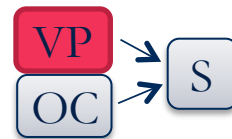
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Re-cap: Important elements to a value proposition

Value Proposition

- WHY is the work important?
- WHAT is unique about the technology or work product?
- WHO has a stake in the outcomes of the work and what do they value?



Academic Stakeholders

FUNDERS

- Granting agencies
- Corporations

RESEARCH PEERS

EMPLOYEES

- Students
- Post-docs
- Lab managers

COMMUNICATIONS

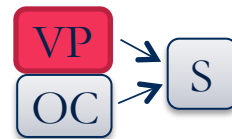
- Publishers
- Conference organizers

EMPLOYERS

- Department chairs
- University administration

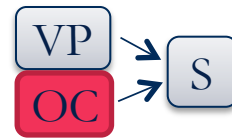
EXTERNAL

INTERNAL



Parallels with Academia:

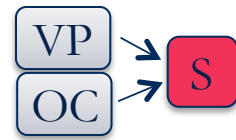
- Would you consider your lab to be primarily need-based or technology-based?
- Tell us about how you think about the Why's and the What's of your lab's research program.
- Who are the stakeholders that you think about the most? Can you give an example of how you might address stakeholders differently?



Recap: The Organizational Context defines the situational confines of the enterprise

Organizational Context

- Where in the development cycle is the enterprise?
- What is the structure of the enterprise?
- What resources are available to achieve the objectives?



Parallels with Academia

- What is the development cycle of projects in your lab?
- How many projects do you have in each part of the cycle?
- What are organizational capabilities of your lab?

- Tell us about your near and long term strategies for your lab?
 - Give an example of a recent trade-off decision you made