

## Chemical Entrepreneurship Council (CEC) - Talking Points

Spring 2012

The Chemical Entrepreneurship Council (CEC) is an ACS grass-roots coalition of the ACS organizational entities of Technical Divisions and Governance Committees, and invited partners, whose charters specifically include entrepreneurship and support to the business of chemistry and its practitioners.

CEC member organizations include (in alphabetical order):

the Technical Divisions of:

- Business Development & Management (BMGT)
- Small Chemical Businesses (SCHB);

the Committees of:

- Economic & Professional Affairs (CEPA)
- Science (COMSCI)
- Women Chemists (WCC);

and Partner organization:

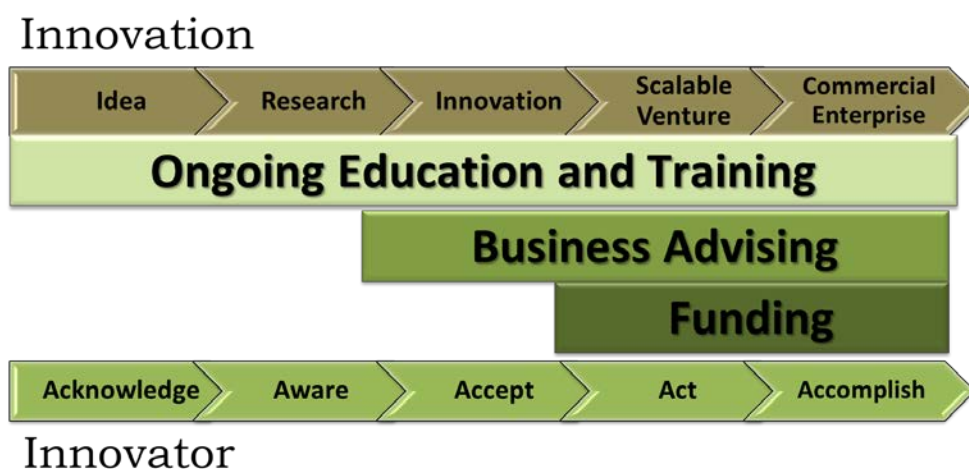
- National Collegiate Innovators and Inventors Alliance (NCIIA).

The purpose for the CEC is to:

- Serve as a consolidated and accessible entity for all ACS members seeking the skills and resources needed to translate their research to innovation to tangible products and services
- Leverage collective resources and networks to help ACS chemists gain the personal skills and access to what is necessary to succeed and flourish in a global economy
- Assist with moving these innovations expediently through the innovation lifecycle to become commercial products, build strong careers and strong companies that create jobs, and support a strong and positive reputation for chemistry.

The skills of “entrepreneurship” help *everyone* in the chemical enterprise...academics, industrial chemists, government-related chemists. And, the ability to innovate...translate research into products and services that can help people and the planet...happens in all areas of the chemical enterprise.

Ideation to Commercialization (NCIIA, ASEE Publication)



The attached compilation (“roadmap”) of programming, events and workshops at the ACS 243<sup>rd</sup> National Meeting is intended to provide attendees a “schedule at-a-glance” for entrepreneurial chemists (or those who desire to be). We hope it helps guide attendees to the CEC organizations’ efforts to provide value to our collective constituencies within ACS membership. The 2<sup>nd</sup> attachment details the 2012 ACS Webinar series on Entrepreneurship <http://acswebinars.org/chemical-entrepreneurship-2012> .

**ACS Chemical Entrepreneurship Council (CEC)**  
Efforts on behalf of Chemical Entrepreneurs by BMGT, CEPA, COMSCI, SCHB, & WCC

**Entrepreneurial Track - Programming & Events Roadmap**  
**243<sup>rd</sup> ACS National Meeting, San Diego, CA - March 25 - March 29, 2012**

**SESSIONS, WORKSHOPS & NETWORKING EVENTS**

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**Saturday, March 24, 2012**

**Workshop: “Best Practices in Defending Price”**

**1:00 PM – 5:00 PM, San Diego Convention Center – 26B**

*SCHB \$295.00 – Separate Registration Required, Workshops & Leadership Courses*

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**Sunday, March 25, 2012**

*The Patient Protection & Affordable Care Act: Health Care Reform  
& the Impact on Chemists & the Chemical Community*

**10:00 AM - NOON, San Diego Convention Center – 26B**

*SCHB joint with PROF*

*Chemistry Education: The Case for Business Skills (ACS Videotaped)*

**1:30 PM – 4:30 PM, San Diego Marriott Marquis & Marina – Marina Ballroom F**

*PROF joint with CEPA & SCHB*

**WCC Open Meeting & Networking Event: “San Diego Connect”**

**Sunday, March 25<sup>th</sup>, 3:00 - 4:30 PM, San Diego Marriott Marquis & Marina – Mission Hills  
WCC**

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**Monday, March 26, 2012**

*Entrepreneurship in the American Chemical Society (ACS Videotaped)*

**9:00 AM - 12:15 PM, Westin San Diego – Diamond II**

*BMGT joint with CEPA & WCC*

*True Stories of Success from Chemical Entrepreneurs (ACS Videotaped)*

**8:30 AM - 11:20 AM, San Diego Convention Center – 26B**

*SCHB joint with BMGT, CEPA, COMSCI, & PROF*

*Entrepreneurship in Chemistry: Business Plan Presentations for Financing the Start-Ups (ACS Videotaped)*

**9:00 AM - 12:40 PM, San Diego Marriott Marquis & Marina – Marina Ballroom E**

*COMSCI joint with BMGT & SCHB*

*Exponential Technologies: Disruptive Influences and Rapid Advancements in Chemistry (ACS Videotaped)*

**1:30 PM - 4:20 PM, San Diego Convention Center – 26B**

*SCHB joint with CEPA & COMSCI*

**SCHB, BMGT & CHAS Social Reception**

**Monday, March 26<sup>th</sup>, 5:00 - 8:00 PM, Café Sevilla, 353 5<sup>th</sup> Ave, San Diego**

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**SESSIONS, WORKSHOPS & NETWORKING EVENTS (continued)**

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**Tuesday, March 27, 2012**

**Workshop: “Business Valuation & the Sale-of-Business Process”**

**Tuesday, March 27<sup>th</sup>, 9:00 AM - Noon, San Diego Convention Center**

**SCHB: \$295.00 -- Choose SE13 on the Social Events page of registration**

**Women Powering and Empowering Basic Science and Innovation**

**Gavin-Olin Medalist Dr. Sue Clark, WCC Luncheon Address**

**Noon - 1:30 PM, San Diego Convention Center – 26B**

**WCC joint with BMGT: Ticketed Event**

**Best Practices for Entrepreneurs**

**1:15 PM - 3:00 PM, San Diego Convention Center – 26B**

**SCHB joint with BMGT, CEPA, COMSCI, & PROF**

**ACS Career Pathways Workshop: “Working for Yourself”**

**Tuesday, March 27<sup>th</sup>, 1:30 PM - 5:30 PM, San Diego Convention Center – 24B**

**CEPA, GEAB, ACS Careers & ACS Education**

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**Wednesday, March 29, 2012**

**ACS Award in Industrial Chemistry: Symposium in Honor of Thomas F. Degnan Jr.**

**8:00 AM-11:55 AM, Manchester Grand Hyatt – America’s Cup AB**

**1:00 PM-4:20 PM, Manchester Grand Hyatt – Edward AB**

**I&EC joint with BMGT**

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# 2012 Chemical Entrepreneurship Series » ACS Webinars™

## 2012 Chemical Entrepreneurship Series

Thomas Jefferson inspired us with his quote “Nothing can stop the man with the right mental attitude from achieving his goal...” But, what does it really take to build a successful company from scratch? What should you know beforehand? A successful business takes careful planning, knowledge of the industry, financial resources, fiscal know-how, legal savvy, and guts. Join our speakers to learn the A-to-Z of being an entrepreneur. Are you ready?

### Jobs in Startups – Differences and Similarities to “Real” Companies

Risks and rewards; learn what it takes to be part of the startup culture! Gain insights with Heidi Friedman, Boston Heart Diagnostics, and Dr. Chris Palatucci, Palatucci Executive Search, LLC; moderated by Dr. Judith Giordan, ecosVC.



### Fireside Chat with Entrepreneurs – The Challenges of Scaling a Global Biomaterials Supply Chain

The market and need for biobased materials for everything from chemical feedstock to full composite reinforcement material is growing every day! How is this supply chain defined? What are the forces governing it? And what are the challenges facing those technologies that need to scale using biobased materials?



### Startup Support – Who Provides What and At What Terms or Qualifications?

You need lab space, employees, a sales team, legal advice, and business strategists. Oh yeah... you needed them yesterday. Learn what resources, other than funding are needed by and available to help entrepreneurs.



### Fireside Chat – How Are You Green and How Will You Tell Your Story?

Inorganics? Gas Phase? Semiconductors? Going green is more than algae and wind. Inorganics, Gas Phase, Semiconductors are all examples of green in chemistry. But how do you tell your story and sell your green ideas?



### Legal Basics 101 – Business Structures

You have a great idea and great science, now you need to build a company. Learn about the kind of structures they didn't teach you in chemistry class!



**Finance 101 – Aligning Your Options With Your Business Goals** Raising money is the easy part. Anyone can raise ‘fool’s money’. Raising ‘smart money’, that’s the trick. Make sure you know the difference!



## Intrapreneurs – How to Build Successful Ventures within Large Companies

Like to develop your entrepreneurial spirit with the resources of a large corporation? Learn how you can be the change agent in your corporation!



## Finance 201 – Startup Equity: What Investors Want

Valuations, term sheets, tranches, waterfall, etc. You learned the language of chemistry, now it is time to learn the language of investing. The experts are here to help!



## Meet the Experts:

Heidi Friedman has over 20 years of healthcare human resources experience and a solid track record of positively impacting business outcomes. She has worked in the senior human resources role in large, multi-location international companies as well as small start up organizations. Most recently she joined Boston Heart Diagnostics in 2010.



Dr. Chris Palatucci is the founder of Palatucci Executive Search, LLC., a retained executive search firm in the Life Sciences and Cleantech industries. He was previously the Life Sciences Practice Leader at Polachi, a leading executive search firm. He also held senior management roles at Interleukin Genetics, and the Athena Diagnostics division of Elan Pharmaceuticals. Chris received his undergraduate degree from the University of Rochester and his PhD in neuroscience at Clark University.



Dr. Judith Giordan. Judy is a Partner at ecosVC, a venture developer and funder, and Sr. Advisor to the NCIIA. The author of over 200 articles and presentations, previous positions include Global VP of R&D for PepsiCola, Global VP and Director of R&D for IFF and VP R&D for Henkel Corporation. The recipient of the 2010 ACS Garvan-Olin Medal of the American Chemical Society, Judy received her PhD from the University of Maryland and was an Alexander von Humboldt Post Doctoral Research Fellow at the University of Frankfurt in Germany.



## Acknowledgments:

The 2012 Chemical Entrepreneurship Series is co-produced with the ACS Chemical Entrepreneurship Council, comprised of members of the ACS Division of Business Development and Management (BMGT), the ACS Division of Small Chemical Businesses (SCHB), the ACS Women Chemists Committee (WCC), and Committee on Science (COMSCI).

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