

VALUE CREATION...

CAPTURING THE *IMMEASURABLE* VALUE CREATED
BY WOMEN INNOVATORS, ENTREPRENEURS AND
INVESTORS

STEM Women in Innovation and Investing
JW Marriott, Ballroom 7
American Chemical Society
September 2013



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ACS DIVISION OF **Business Development and Management**

Thank you!



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Symposium organizers



Judith C. Giordan (www.jgiordan.com); is a principal with ecosVC (www.ecosvc.com), co-founder of the Chemical Angel Network, an entrepreneur and former Fortune 100 executive and is in roles including board member, co-founder, advisor and investor in seed and early stage start-ups. She is active with non-profits including as Senior Advisor to the NCIIA.



Janet Bryant is a Systems & Science Policy Analyst and project manager at the Pacific Northwest National Laboratory, where she has been innovating for over 30 years. She chairs the ACS Chemical Entrepreneurship Council (CEC). She received the prestigious Federal Laboratory Consortium's Excellence in Technology Transfer Award for successful commercialization.



Gabrielle Hrycshyn is Director of Operations and Research Analyst for ecosVC. Gabby was a Science Assistant with the IGERT Program at the National Science Foundation for 3 years, and a patent prosecution paralegal. Her background is in wildlife population demography.

Agenda

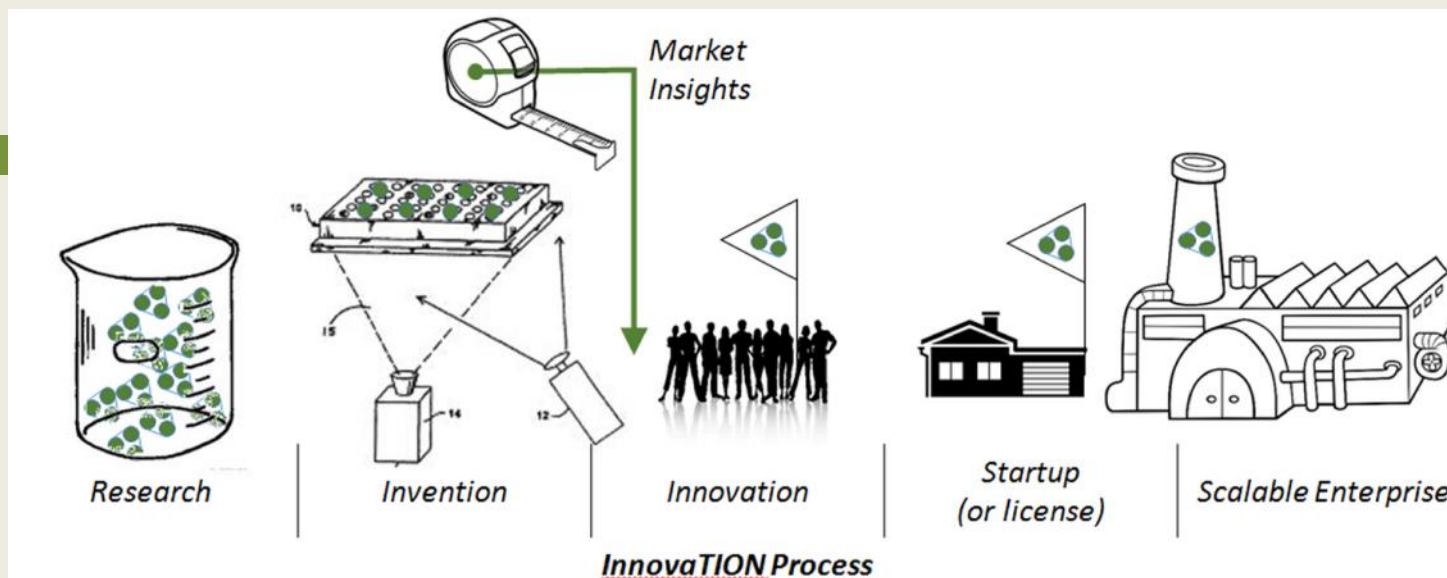
- Welcome! – Janet Bryant
 - **Background** – Judy Giordan
 - Introduction Talks – Speakers
 - Audience Q&A – All
-
- See you at Just Cocktails!!! To continue the discussion
-
-
- NOTE: Symposium is being taped...

POLL!

- Academics:
 - Undergrads;
 - Grads;
 - post docs;
 - faculty
- Industry
- Gov't

POLL!

- How many of you...
 - Have started a business
 - Have raised some sort of \$\$\$
 - Want to start a business



Research₂ Innovation₂ Commercial Venture



Adapted with permission 2013 ecosVC

- **WOMEN:** academic researchers and entrepreneurs; investors; ecosystem providers: tech transfer



Business Case for WOMEN creating VALUE



WOMEN INCREASE

Operational
Reputational
Financial
STAKEHOLDER
Value

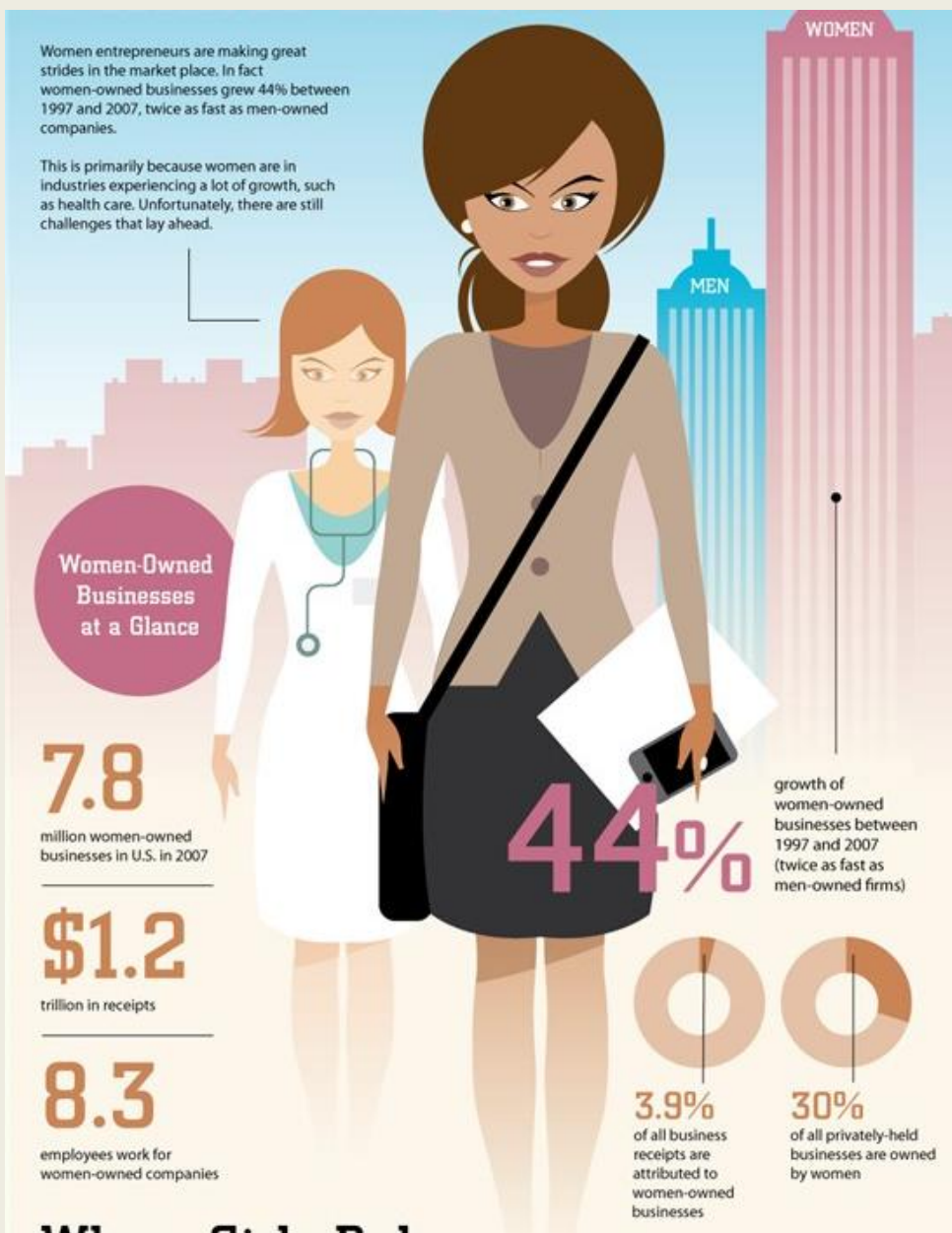
Women Make the Difference....Catalyst

Companies with
**three or more
women on their
boards...**



**...outperformed the
competition on all
measures by at least**

40 %



Infographic: Women in Business Statistics Female Entrepreneurs Gaining Speed

January 2013
Kelly Teh

<http://www.creditdonkey.com/women-business.html>

More Facts... Center for Venture Research at the University of New Hampshire



2007 submitted proposals to angel funds in the US

9% v 92%

Women v Men

... YET women received funding at equal rates to men

~14%

What about VC backing...Wall Street Journal



- In 2009, 11% of companies backed by VC funding either had or used to have female CEOs or female founders.

And we INVEST too!

Female angel investors in 2012 represented 21.8% of the angel market, up from 12.2% in 2011. The percentage has more than quadrupled within the past 10 years.



**University of New
Hampshire's Center for
Venture Research**

<http://www.forbes.com/sites/kauffman/2012/07/03/women-its-time-to-own-your-potential/>

And we INVEST too!

**Women investors
make up about 5
percent of venture
capitalists.**



**Women: It's Time to Own
Your Potential**

**July 2012
Alicia Robb**

<http://www.forbes.com/sites/kauffman/2012/07/03/women-its-time-to-own-your-potential/>

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**Women investors
make up ~11 percent
of VC investor in 2011**



**Women: It's Time to Own
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<http://www.forbes.com/sites/kauffman/2012/07/03/women-its-time-to-own-your-potential/>

So what do we do to realize our potential...

STAND UP and BE
COUNTED...

And as an innovator.
learn the
vocabulary of
business and fund
raising *in addition
to science.*

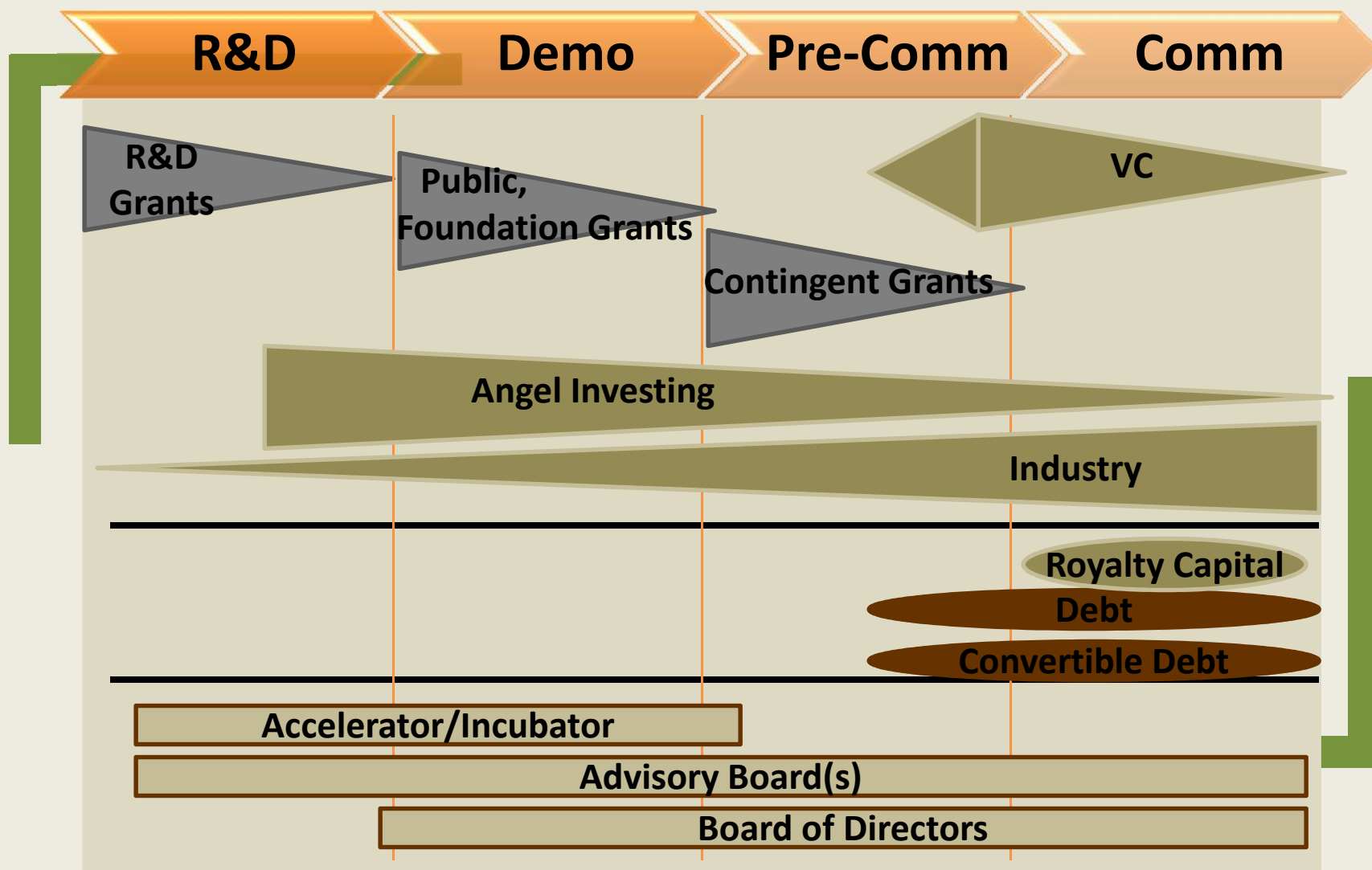


Give me a reason to invest!

- WHAT makes you credible to an investor..from the *investor's perspective*. **NOT YOUR OWN**
- HOW does your proposition align with the investor's goals. **AS WELL AS YOUR OWN**

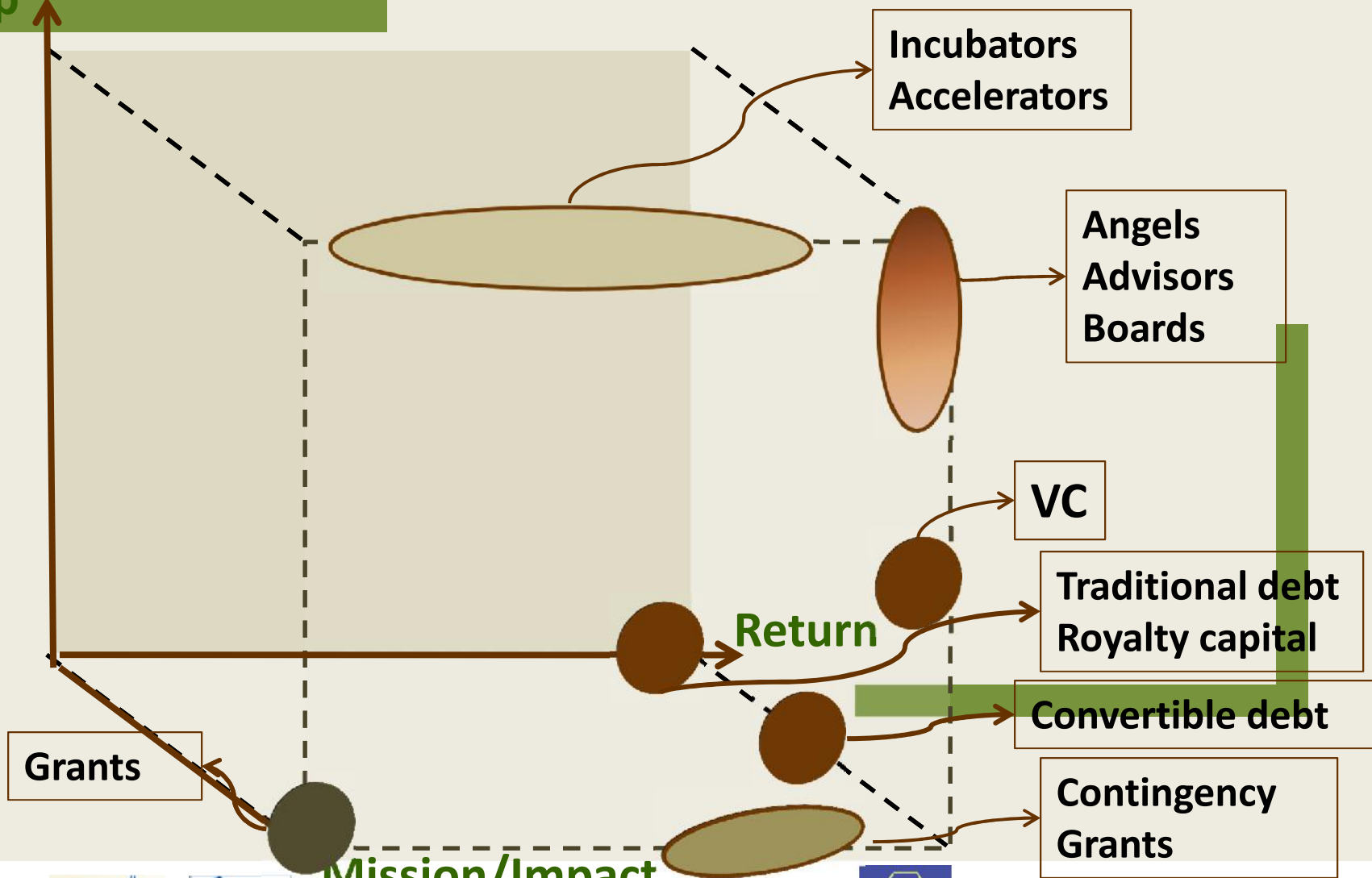
This ALL implies that you DO YOUR HOMEWORK and know motivations and how you fulfill them...

Investment Continuum



Motivation!

Help



So what do we do to realize our potential...

**LEARN FROM OUR
SISTERS who
have DONE IT...**



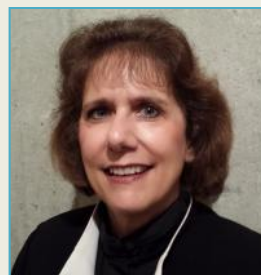
*If I have seen further than others,
it is by standing upon the
shoulders of giants.*

[Isaac Newton](#)

Today's speakers



Mary Foley Phillips
Associate Director of
IP Management &
Licensing, Oregon
State University



Linda O'Keefe
Partner, LOK
Enterprises



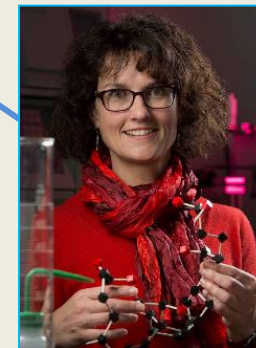
Nicola Pohl
Professor, Indiana
University



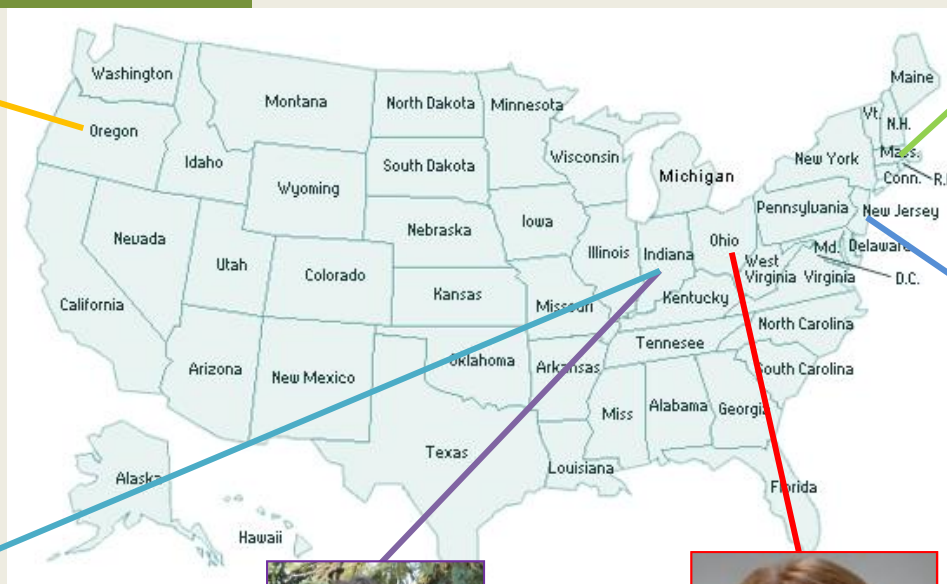
Suzette Dutch
Owner, Triathlon
Medical Ventures



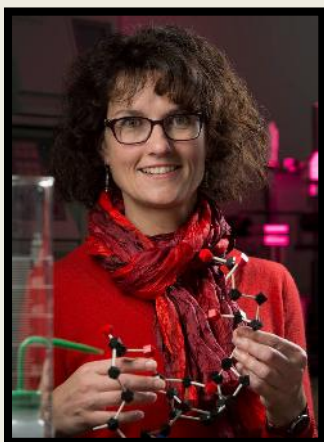
Judy Giordan
Partner, ecosVC;
Co-founder, Chemical
Angel Network



Kathryn Uhrich
Professor and Dean,
Rutgers University



Kathryn Uhrich



Dr. Kathryn Uhrich is a Professor of Chemistry and former Dean of Math & Physical Sciences at Rutgers University. The focus in her laboratory is the synthesis and characterization of biocompatible, biodegradable polymers for medical, dental, cosmetic and personal care applications. In 2000 she co-founded the successful start-up Polymerix Corporation.

Kathryn received her B.S. in Chemistry from the University of North Dakota in 1986, and her M.S. and Ph.D. in Organic Chemistry from Cornell University in 1989 and 1992 respectively.

Nicola Pohl



Dr. Nicola Pohl is a Professor of Chemistry and the Joan and Marvin Carmack Chair in Bioorganic Chemistry at Indiana University Bloomington. She was a professor of chemistry and of chemical and biological engineering and held the Wilkinson Professor of Interdisciplinary Engineering at Iowa State University before moving to Indiana University in summer 2012. In 2008, she established LuCella Biosciences in order to take advantage of advances in the synthesis of carbohydrates and their biological properties.

She received her B.A. degree from Harvard College in 1991 and her Ph.D. in chemistry from the University of Wisconsin-Madison in 1997.

Suzette Dutch



Suzette Dutch is Co- founder and Managing Partner of Triathlon Medical Ventures, a life science venture firm. She has 20 years venture investing and 10 years operating experience in pharmaceuticals, surgical devices and diagnostics in both corporate and private venture firms. She has led the strategic planning, clinical/regulatory, market and business development due diligence efforts for start-ups through later stage investments and served on the board of numerous portfolio companies.

She is on the board of several entrepreneurial organizations including Pipeline, Springboard, and Young StartUp. She has an MBA from Wharton in Finance and Decision Science, and a BA in economics from Case Western Reserve University.

Linda O'Keefe



After more than 25 years in the alternative investments industry, **Linda O'Keefe, C.P.A.**, is now an angel investor, board member or advisor to small to middle market private equity firms, venture capital firms, operating companies, and start-ups focused on business and financing strategy, M&A expansion, analytics, and management systems assessments.

Most recently she supported an entrepreneur and PE firm to a successful CRO industry investment exit and the State of Indiana in starting up Elevate Ventures, a VDO which provides mentoring and co-investment support to Indiana-based entrepreneurs and potential growth companies. Until mid-2011, she was an EIR or CFO for Gryphon Investors, Delphi Ventures or VC-backed companies in the San Francisco Bay Area after gaining a BS in business from the University of California, Berkeley.

Mary Phillips



Dr. Mary Foley Phillips is the Associate Director for the Office for Commercialization & Corporate Development at Oregon State University and responsible for overseeing the management of intellectual property and licensing of OSU inventions. Prior to joining OSU in 2006, Mary was in technology transfer at Oregon Health and Science Univ. Mary currently serves on the board for the Corvallis Business Enterprise Center.

Mary holds a Ph.D. in Physical Chemistry from the Univ. of London's Imperial College of Science, Technology and Medicine and gained postdoctoral experience at the Univ. of Oregon. It is Mary's graduate work though which involved the development of a novel cancer drug for use in Photodynamic Therapy that sparked her passion for the importance of patents in the process of commercialization.

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Speakers

- **Presentations:**
 - **Entrepreneurs:** Kathryn Uhrich; Nicola Pohl
 - **Investors:** Suzette Dutch; Linda O'Keefe
 - **Eco-system/TT:** Mary Foley Phillips
- **Q&A from the Audience**

Q&A

- Let's hear from you!



Thank you!



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AND...See you at
JUST COCKTAILS:
LOCATION: Here!

