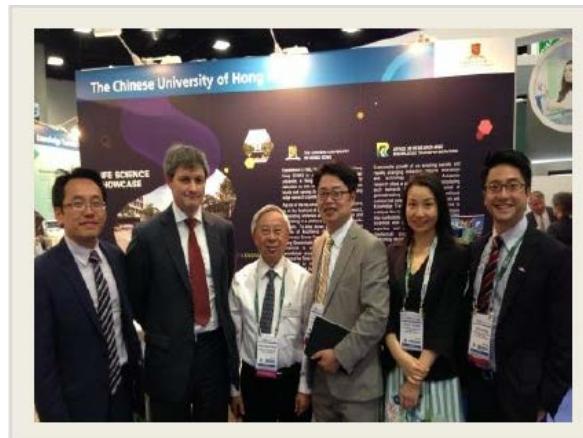




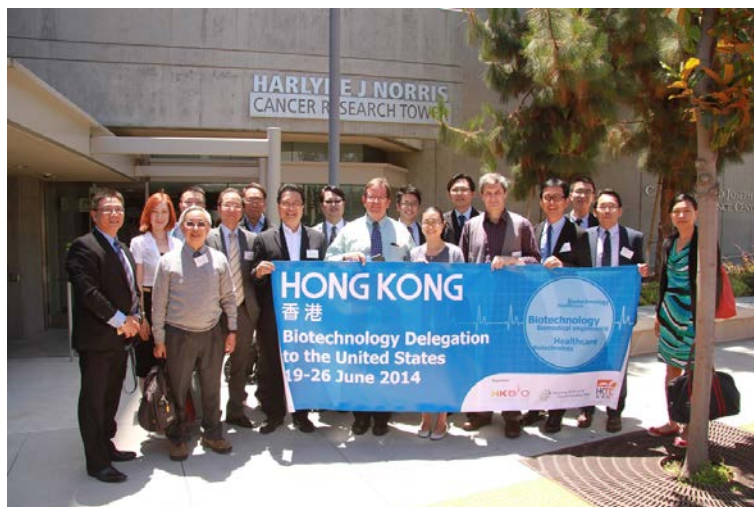
Insights gleaned from the Mission to San Diego, 2014

Prof Timothy Rainer





Mission to San Diego 2014





Outline



- Objectives
- Insights and experience in bridging innovation and commercialization



General Objectives



- To gain a greater understanding of the perspectives of medical researchers and industry
- To engage in meetings on innovative research
- To explore and develop collaborations with potential partners from different sectors



Specific objectives



- To present the image of **CUHK**, and myself as a **world leader in emergency medicine research**
- To discuss high-priority gaps in point-of-care **diagnostics, prognostics and therapeutics**
- To identify **potential sponsors**



 *“Conversation is a catalyst for innovation.”*
– JOHN SEELY BROWN Legendary innovator

A continuous learning platform curated by top thought leaders to enhance your organization's learning culture.

big think
Edge



New Language



- From bench to bedside
- From bench to **business** to bedside





University Emphases



Old

- High Impact publications
- High Impact Grants
- Internationalism

- Master Teachers
- Clinical Service

New

- Innovation Pipeline
- Intellectual Property
- Start Ups



Visit Technology Transfer Office at University of California San Diego



- Different ideals/aims/culture.
- Need ability
 - to respond to government initiatives and funding
 - to showcase their strengths.
- Pursuit of **commercialization**.



Why pursue commercialization?



- Small businesses
 - better for economy.
 - diversify economy – stability.
 - stay and develop the area and expertise.
 - form a bridge between university and large commercial companies.
- Growing a business grows an industry.



Culture



- Of accepting 'failure' in the US.
 - Failures are seen as success!
 - Trying, whether you succeed or fail, is seen as success.
 - It is safe to fail.
 - 'People are special' whether succeed or fail
- Of adventure, taking risks.
 - To succeed you have to risk loss.



Philosophy: Start Up Companies



- 1 in 10 succeed
- 10 attempts 1 success
- 100 attempts 10 successes
- 1000 attempts 100 successes



Future – the innovation pipeline



- From laboratory to publication.
- From laboratory to **successful products**.
- Success is defined not in terms of equity but
 - initiative to attempt
 - royalties.



- 400 new innovations disclosures per year
- 200 (50%) filed
- 100 (25%) high expense
- 50 (25%) licensed
- 25 (12.5%) make money



- In 20 years,
 - 70 start ups,
 - 235 products,
 - 3000 innovations.

- There is one disclosure per US\$2.2

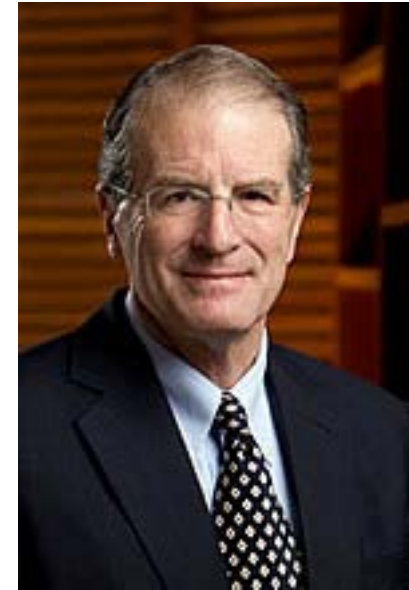


Visit Salk Institute



To Dr William Brody,
President of the Salk Institute for Biological
Studies

- Q. Given the calibre of researchers at the Salk Institute, what do you feel is **the best strategy** to implement when managing a large group of highly motivated, and highly intellectual individuals?

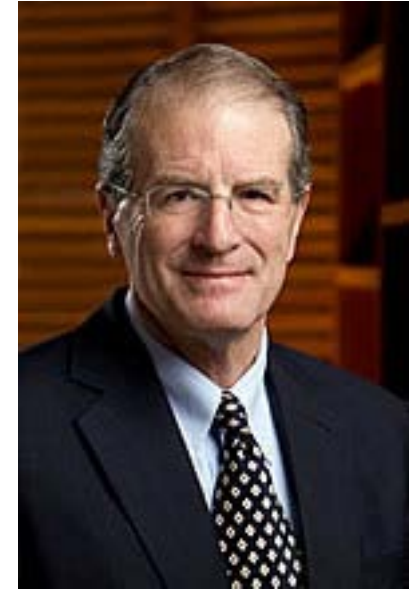




Visit Salk Institute – Reply



- I have taken a **hands off approach** to management.
- I see myself as **a facilitator** for those who are **passionate** about the work they do.

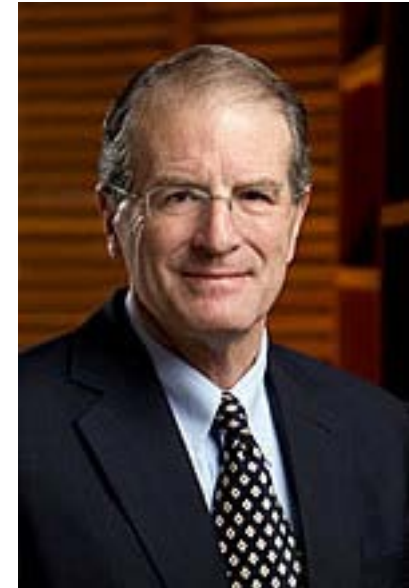




Visit Salk Institute – Reply



- I find that the best thing I can do is to give my researchers **the tools and environment** to do their job.
- **Allowing them the freedom** to do what they love is the most important thing I can do.





Visit Salk Institute – Reply



Lao Tzu's famous wisdom

‘Great emperors do not rule
at all’.





Visit Salk Institute – Reply



A leader is best when people barely know that he exists,
not so good when people obey and acclaim him,
worst when they despise him.

Fail to honour people, They fail to honour you.

But of a good leader, who talks little, when his work is done, his aims fulfilled, they will say, “**We did this ourselves.**”



High Priority



Acute Care

- ?



Chronic Care

- Cancer, stroke, aging, Alzheimer's, dementia.
- Inflammation, immunology infection and drug resistance.
- Drugs, antibodies, vaccines to treat above



BIO International Convention 2014

23-26 June 2014 | San Diego



- Emphasis
 - on **innovation** rather than implementation,
 - on **discovery and industrial partnerships** rather than on delivery of care
- Richard Branson shared some of his story
- **One potential investor** from Cellphire.



General Principles



Where there's a will there's a way





Make the best use of what you've got