

High-growth technology business forum Build-to-Sell

29 June 2023
17.00-18.00 CEST (main event)
18.00-19.00 CEST (optional meet the speaker session)

Thursday, 29 June 2023

17.00 Introduction

Thomas Bereuter, Programme area manager, Business Support, European Patent Academy, EPO

Dana Colarulli, Executive director, LESI

17.05 Build-to-sell forum

Live case study presenter: **Ghassan Kassab**, Founder & CEO of 3DT Holdings & California Medical Innovations Institute

Expert panel chair: **Juergen Graner**, Founder and CEO, Globalator (USA)

Expert panel representative Europe: **Irene Fialka**, CEO, INiTS & Managing Director, Health Hub Vienna (Austria)

Expert panel representative Asia: **Audrey Yap**, Immediate Past President LESI, Managing Partner, Yusarn Audrey (Singapore)

Expert panel representative North America: **Patrick Monroe**, M&A Lawyer, Monroe Law (USA)

18:00 Meet the speakers (optional)

19:00 End of the event

Case-study presenter biography



Ghassan Kassab, Founder & CEO

3DT Holdings & California Medical Innovations Institute

Ghassan combines the traits of an innovator, educator and entrepreneur. With the foundation of a PhD from UCSD in bioengineering and an impressive career in academia, Ghassan has built an innovation engine helping patients with break-through technologies globally from his base in San Diego, USA.

Live case study description

Our case study speaker Dr. Ghassan Kassab has 300+ issued and pending patents and 600+ publications/proceedings in his name. He is founder and CEO of 3DT Holdings and the California Medical Innovations Institute in San Diego, USA. Ghassan elaborates on how he has built an innovation engine in the medical field that has resulted in one technology divestment, several exclusive technology licenses and multiple spin-off ventures to date. Together with Ghassan and our global expert panel from Europe, Asia and North America, we discuss how a high-tech company can serve as a platform for serial exits through spin-off venturing. We also look at the best ways for science-driven companies to ensure that their technology not only makes money, but also has a lasting global impact through an exit.



Thomas Bereuter

Programme manager, Business Support
European Patent Academy, EPO
Munich, Germany

Short biography

Thomas is a certified licensing professional (CLP) with over 20 years of experience in the international commercialisation of early-stage technologies. He has founded and supported several high-tech start-ups and university spin-offs. He also led the business incubation and technology transfer waves in Austria in the early 2000s.

Full biography

Thomas Bereuter manages the Innovation Support programme area of the EPO's European Patent Academy. He is a Certified Licensing Professional (CLP) with more than 20 years' experience in the international commercialisation of early-stage technologies. He has successfully managed international licensing and technology divestment deals and has founded and supported high-tech start-ups and spin-offs as CEO, advisor and coach. Thomas gained initial experience of technology commercialisation as an inventor, founding a venture capital-financed start-up. Leading the business incubation and technology transfer waves in Austria, he established an internationally recognised academic incubator as well as a technology exploitation office. Thomas lectured at several universities before joining the EPO in 2013.



Dana Colarulli – Host
Executive Director at LESI
USA

Short biography

Dana is an attorney and senior government affairs professional, with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch and the U.S. Congress.

Long biography

Dana is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch and the U.S. Congress. He is currently serving as the Executive Director of the Licensing Executive Society International (LESI), a global organization of 33 national and regional associations throughout the world and as a Partner at the DC-Based Consulting firm the American Continental Group (ACG).

Most recently, he served as the Director of the Office of Governmental Affairs as a member of the Executive Management team at the U.S. Patent and Trademark Office (USPTO) from 2009 - 2019. Prior to that role, Mr. Colarulli served as Director of Government Relations and Legislative Counsel for the Intellectual Property Owners Association (IPO). He was born in Rhode Island and is a member of the Massachusetts Bar.



Juergen Graner – Expert panel chair

Founder and CEO of Globalator
San Diego, USA
London, UK
Vienna, Austria

Short biography

Juergen has more than 30 years of experience managing companies, departments, and strategic transactions. He has held CEO positions in 6 countries on 3 continents and coached over 100 CEOs globally. Juergen has over 25 years of teaching experience. He speaks at conferences and publishes articles about strategic transaction management.

Full biography

Juergen has more than 30 years of experience in international business, managing companies, departments and projects in and across Europe, North America and Asia. He has successfully mastered expansions, turnarounds, licensing transactions, acquisitions and divestments of companies, as CEO, executive manager and advisor. Juergen is founder and CEO of Globalator with offices in Austria, the UK and the USA. Globalator is specialized in the hands-on management of global strategic transactions with a focus on build-to-sell and build-to-grow strategies.

Juergen held CEO positions at companies in Austria, Belgium, France, South Korea, the UK and the USA. He has coached over 100 CEOs and has taught business executives and scientists regarding business expansion for over 20 years in various executive education programs in Europe and the USA, with current teaching engagements at Georgetown University and Salzburg Management Business School. The feedback on his teaching performance has been consistently at the very top, with especially positive remarks for the practicability and usefulness of his lectures. Juergen is also a regular lecturer and keynote speaker at conferences and has published articles on *Transaction Based Growth Management™*, which is his current area of interest.

Juergen holds an MBA from London Business School, and he has been trained through the Discussion Leadership Program at Harvard Business School for teaching with the HBS Case Method.



Irene Fialka – Expert panel representative Europe
CEO, INiTS & Managing Director, Health Hub Vienna
Vienna, Austria

Short biography

Irene has more than 25 years of experience working with high-tech entrepreneurs and academic spin-offs. As CEO of one of the most successful high-tech incubators in Europe she works on the forefront of value creation through start-ups. Her main interest is in the life science and healthcare space.

Full biography

Irene is CEO of INiTS, Vienna's High-Tech Incubator supporting entrepreneurs with R&D-based business ideas serving all academic institutions in Vienna since 2002. She joined INiTS in its early days in 2004. Since then, she has helped to develop services for high-tech-startups in diverse industries and worked with founders of innovative startups. Key successes from her work include Marinomed (IPO in 2019), Dutalys and mySugr (both taken over by Roche), Shpock (acquired by Schibsted) or Themis (now MSD).

Irene became CEO of INiTS in 2012. Under her leadership INiTS was awarded several times by UBI Global (ubi-global.com) as one of the TOP ranked UBIs (University Business Incubators) in the world. The track record of successful startups that went through INiTS' intense incubation program in their early days also contributed to the great development of the startup ecosystem in Vienna, one of the rising stars amongst the startup hubs in Europe. INiTS' startups have proven to be extremely successful in raising funds and finding partners for strategic transactions.

To further support the collaboration between corporates and startups Irene and her team launched Health Hub Vienna (healthhubvienna.com) in 2018. HHV aims at driving innovation in Europe's healthcare industry. With partners such as AstraZeneca, Boehringer Ingelheim, Medical University of Vienna, Novartis, Sanofi and Uniqq, the open innovation initiative aims at supporting the collaboration of international health/lifescience startups with established stakeholders in healthcare and promotes digital health innovation.

As an open innovation practitioner Irene also lectures on start-up and innovation related topics at various universities. She is a passionate supporter of women in tech and has co-founded investorinnen.com and women in Health IT, two networks to strengthen female investments and entrepreneurship as well as diversity in digital health. She holds a PhD in genetics/molecular biology from the University of Vienna and has a background in economics, entrepreneurship and innovation. Irene started her career working in research for 10 years before joining the startup world.



Audrey Yap – Expert panel representative Asia

Managing Partner, Yusarn Audrey
Singapore

Short biography

Audrey has more than 25 years of experience in the IP field and its application in business. As Managing Partner of the law firm Yusarn Audrey, former President of LESI and Board member at numerous prestigious institutions, she is considered one of the world's leading IP strategists.

Full biography

Audrey's work includes developing designing and implementing IP strategies and building IP portfolios for value for her clients that includes SMEs and MNCs, research institutes and government agencies across various technology verticals and businesses globally. Audrey is Member, Board of Directors, IPOS since 2015 to date. She was Board member of Enterprise Singapore, an agency under the Ministry of Trade & Industry 2018-2020. She serves as independent director for listed company and a member of Singapore's Institute of Directors. Audrey was Board Director of IPOS International 2016-2019. Audrey has worked as WIPO and EPO external expert for many national and regional projects on IP strategy, IP commercialisation and policy. She is currently a member of the international Steering Committee WIPO - World Economic Forum Global Inventor Assist Programme.

Awards:

- IAM World's Leading IP strategist 250/300 (2009-2021)
- WTR 1000
- WIPR Leaders

Special Mentions:

- President LES International 2020/2021
- Council member SBF SMEC
- Legal Advisor Franchise & License Association
- Examiner SG Patent Agents QEx 2002-2006



Patrick Monroe – Expert panel representative North America

M&A Lawyer at Monroe Law

San Diego, USA

Short biography

Patrick has more than 20 years of combined business and legal experience relating to high growth enterprises and M&A transactions. As a former manager spending 10 years at Fortune 500 companies and small businesses, Patrick is known for his practical approach to M&A transactions.

Full biography

Patrick has more than 20 years of combined business and legal experience relating to high growth enterprises and M&A transactions. Patrick has been lead attorney on hundreds of transactions with a focus on representing sellers of SMEs to larger strategic buyers that are often public companies or backed by private equity firms. Most of Patrick's clients are high growth businesses in the areas of technology, life sciences, and healthcare.

Patrick is the founder and principal attorney of Monroe Law PC, a law firm specializing in mergers and acquisitions, that represents privately owned businesses which are seeking to build equity value with a view toward selling in the future. The firm takes a holistic approach to enhancing equity value, which includes minimizing risk, ensuring that the business's assets are adequately protected, establishing an ownership structure that is appropriate for growth, establishing and maintaining proper corporate governance, making sure contracts are in place and optimized to benefit the long term interests of the business, establishing incentive plans for key employees, and putting in place contingency plans to ensure the survival of the business in case of unanticipated events.

Patrick spent 10 years in senior sales and business management positions at Fortune 500 companies and small businesses before becoming a lawyer, which allows him to approach complex legal issues with business-oriented solutions. He began his legal career working for Qualcomm's in-house legal department, then went on to serve as "Of Counsel" at Best Best & Krieger LLP, a 200-attorney law firm in California, before establishing Monroe Law PC. Patrick has received awards from "Super Lawyers," "Best of the Bar," "Top Attorneys," "M&A Advisors of the Year," and has a 10 out of 10 rating on Avvo.com.