Daniel Reed  
*Vice President for Research and Economic Development*

Lynn Allendorf  
*Director, John Pappajohn Entrepreneurial Center*

Kristi Thiel  
*Co-founder, President and Interim CEO, Immortagen, LLC*
VENTURE SCHOOL
A New Way to Support Startups

What is it?
• Business Plans vs. Business Models
• Startups are NOT small companies
  • Searching vs. Executing
• Evidence-based entrepreneurship
  • Validate assumptions

National Science Foundation
• Developed for NSF’s SBIR program
• UI recently named NSF I-Corps Site
VENTURE SCHOOL
Accelerating Entrepreneurship Across Iowa

- **Venture School** is being offered on the UI campus and across the state of Iowa
  - Cedar Falls, Des Moines, Iowa City, Quad Cities, Council Bluffs, Cedar Rapids
  - Coming soon to Dubuque, Ottumwa, Sioux City

- Over **75 Startup Teams** have participated

- **Partnerships Formed** - Community Colleges, UNI, Drake, SBDCs, Accelerators, Chambers
Accelerating Entrepreneurship Across Iowa
Continued Assistance for Venture School Graduates

**Iowa Innovation Associates**
- Internship program matching student interns with startup and early stage companies across the state

**Entrepreneurial Management Institute**
- Strategic business consulting service provided by faculty/student consulting teams for Iowa companies

**UI Partners**
- Technical and business strategy solutions for businesses
- IT training

**UI ProtoLabs**
- Multi-facility prototyping resource
- 3-D printing, development of drawings and project design
Immortagen, LLC, offers tumor banking and genetic analysis to support personalized medicine for cancer patients.

**Milestones**
- Founded February 2014
- Completed UI Venture School in May 2014
- Awarded UI GAP Commercialization Fund ($65K) in October 2014
- Successfully presented to IEDA for Demonstration Fund ($100K) in February
Cancer is personal.
So are we.
Cancer treatment today is a ‘one-size-fits-all’ approach.
The Problem

Every individual tumor has a unique genetic profile.

That makes it responsive to one treatment and not another.

The future of cancer treatment is personalized medicine.
What do we need for personalized medicine?

- Long-term tumor storage
- Genetic profiling of tumors
- A way to interpret the genetic profile and make clinical recommendations
The Future of Cancer Treatment: Immortagen’s Personalized Medicine

- Surgery
- Personalized treatment (chemotherapy)
- New drug Clinical trial

- **ImmortaBank™**: Long-term privatized tumor banking
- **ImmortaSeq™**: Genetic profiling
- **ImmortaCDS™**: Predictive algorithms for Clinical Decision Support
The Future of Cancer Treatment: Immortagen’s Personalized Medicine

Surgery → Personalized treatment

ImmortaBank™
Long-term privatized tumor banking

New drugs → New drug Clinical trial

ImmortaGraft™
Immortalized patient tumors
Customer Discovery

**Personalized Tumor Banking**

Would you want personalized tumor banking?

- Yes: 92%
- No: 4%
- Maybe: 4%

**Clinical Decision Support**

Would you want personalized tumor profiling?

- Yes: 91%
- No: 6%
- Maybe: 3%

Awarded “Best Business Opportunity” and “Best Customer Discovery” at University of Iowa Venture School
Management Team

Kristina W. Thiel, PhD
Co-Founder, President & Interim CEO

Kimberly K. Leslie, MD
Chair, OBGYN at UI
Science Advisor (Co-Founder)

Baoli Yang, MD, PhD
Co-Founder & COO

Donghai Dai, MD, PhD
Co-Founder & CSO

Dan Cummins, MBA
VP for Business Development

Paul Dymerski
Associate Director of New Ventures at UI
Business Advisor

Kurt Helar
Entrepreneur & JPEC Lecturer at UI
Business Advisor
Cancer is personal. So are we.