



VENTURE SCHOOL

Intensive Business Acceleration Program

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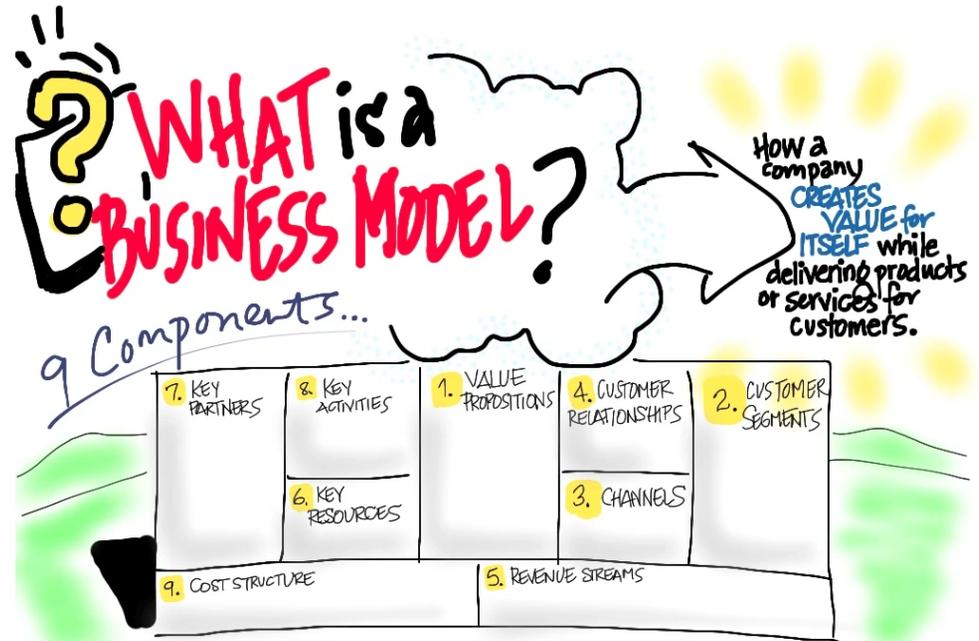
A New Way to Support Startups

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

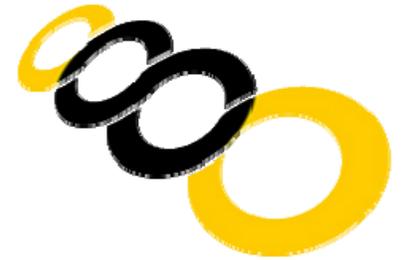




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UI Technology Commercialization

- **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



Immortagen



Immortagen

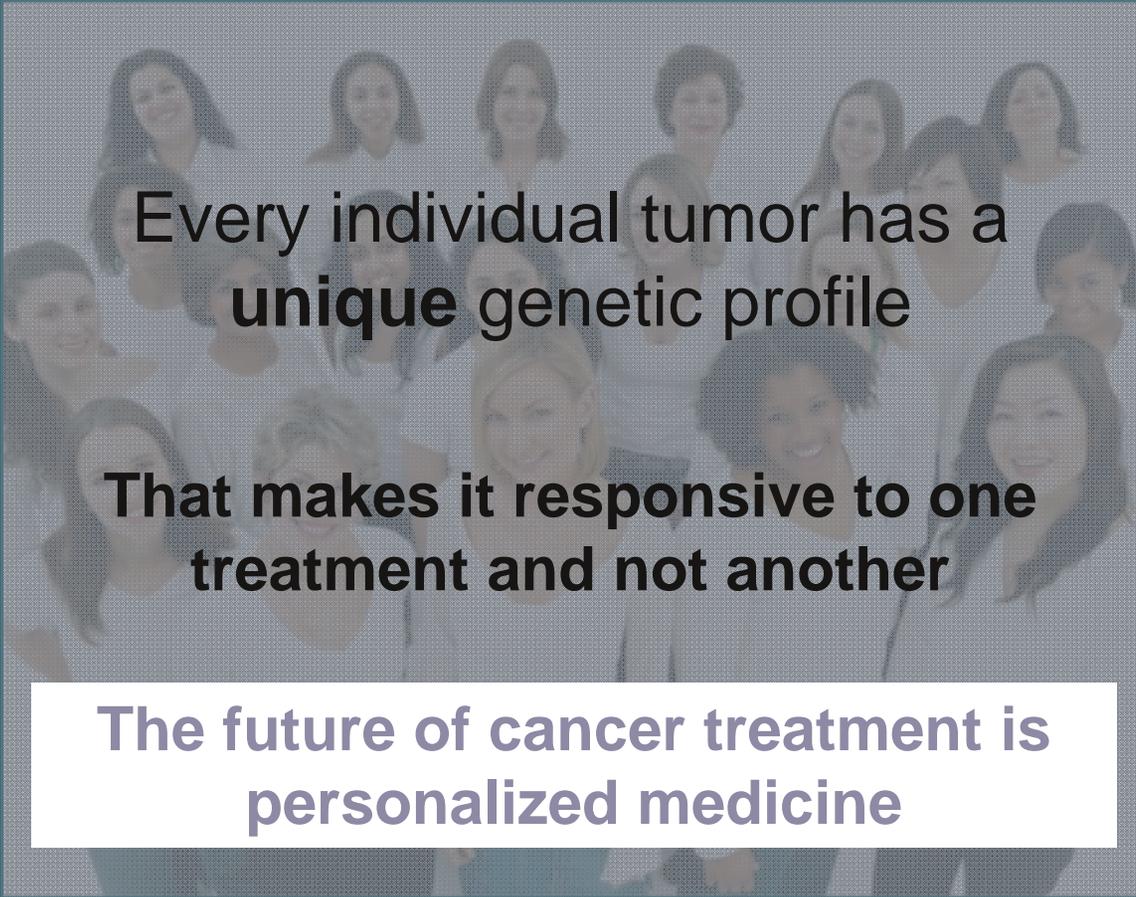
Cancer is personal.
So are we.

The Problem

**Cancer treatment today is a
'one-size-fits-all' approach**



The Problem

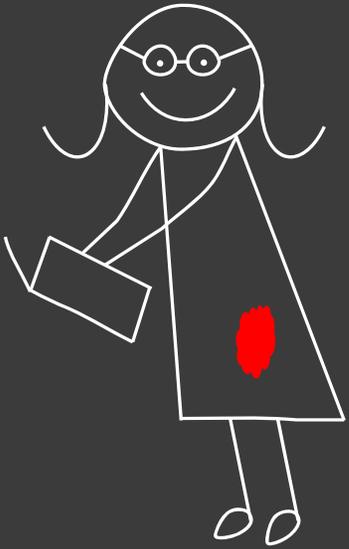


Every individual tumor has a **unique** genetic profile

That makes it responsive to one treatment and not another

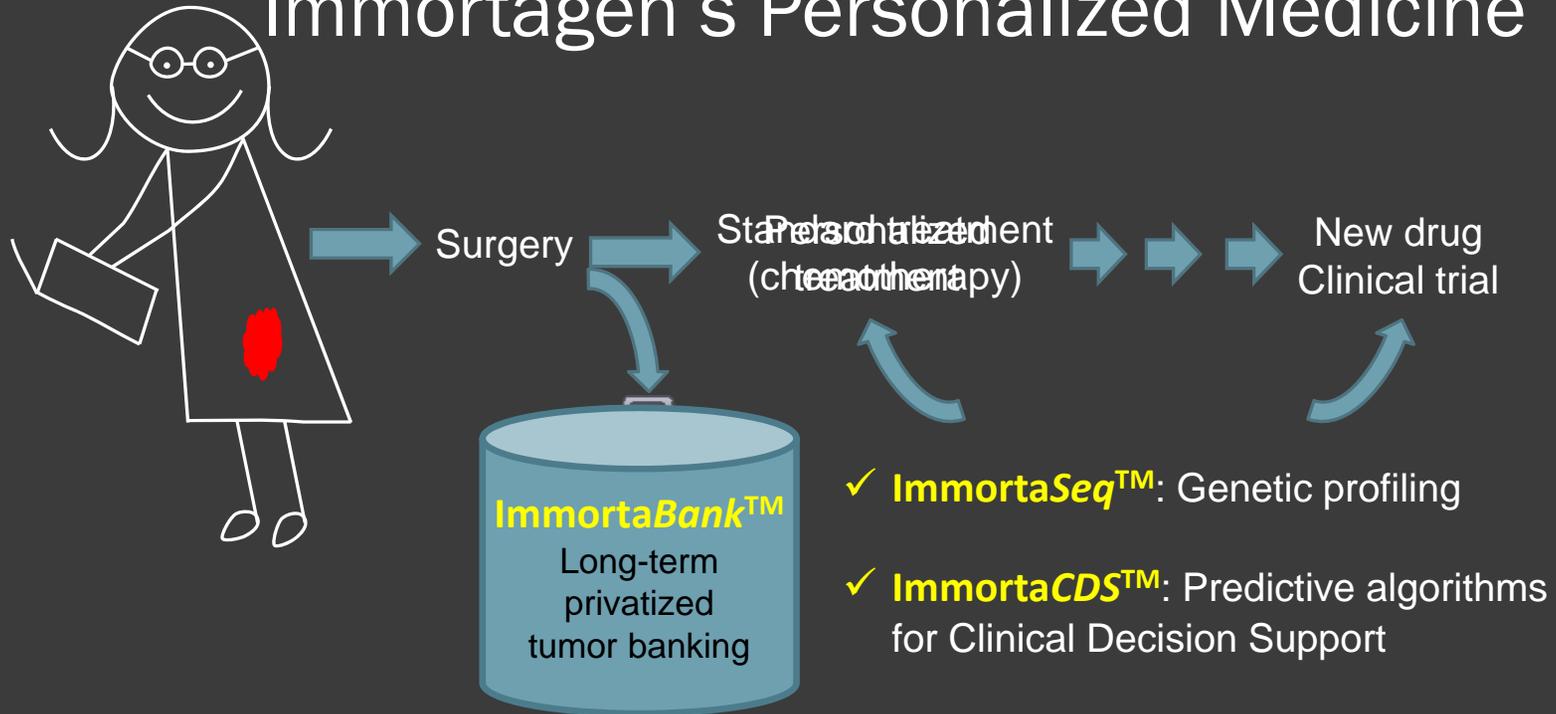
The future of cancer treatment is personalized medicine

What do we need for personalized medicine?

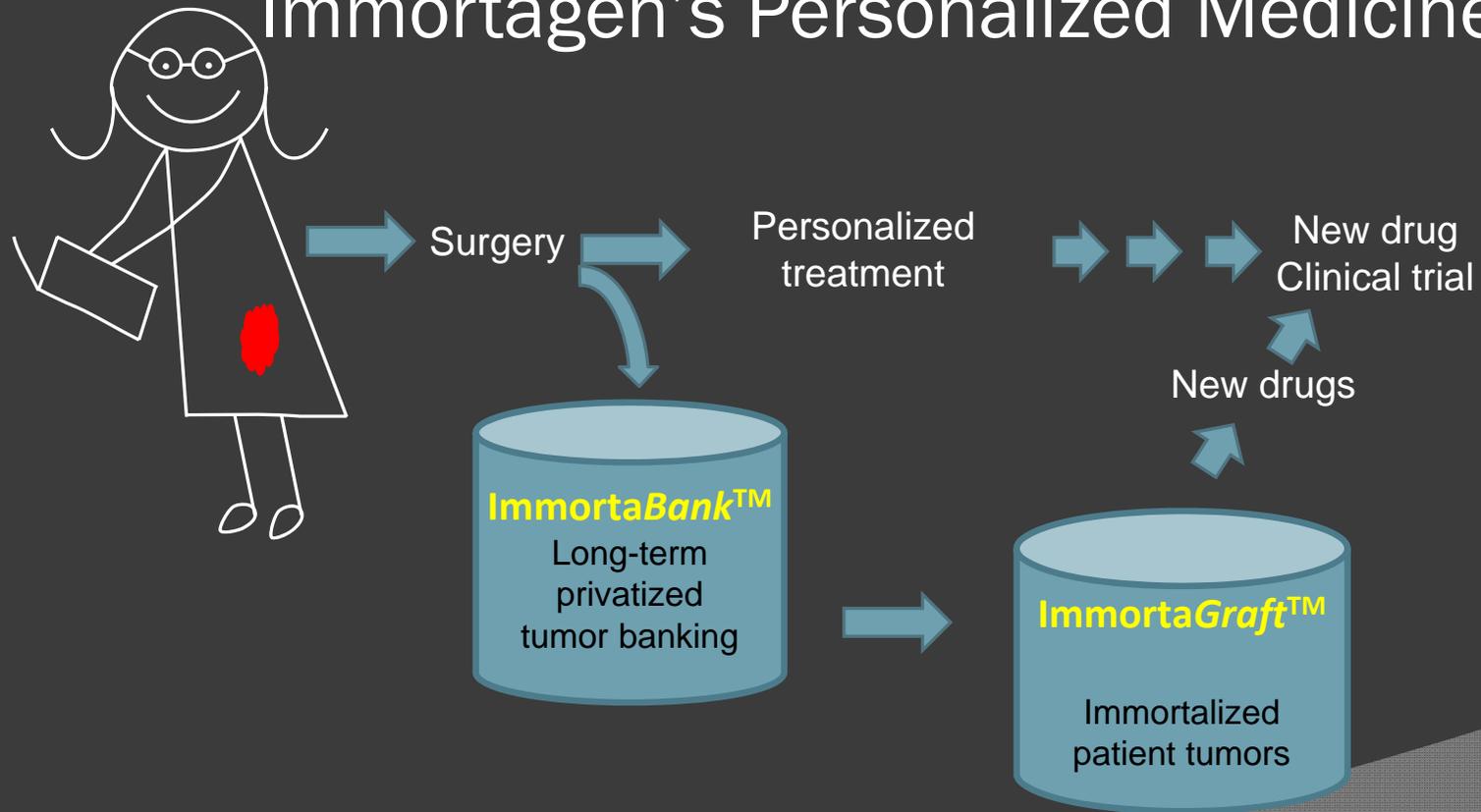


- Long-term tumor storage
- Genetic profiling of tumors
- A way to interpret the genetic profile and make clinical recommendations

The Future of Cancer Treatment: Immortagen's Personalized Medicine



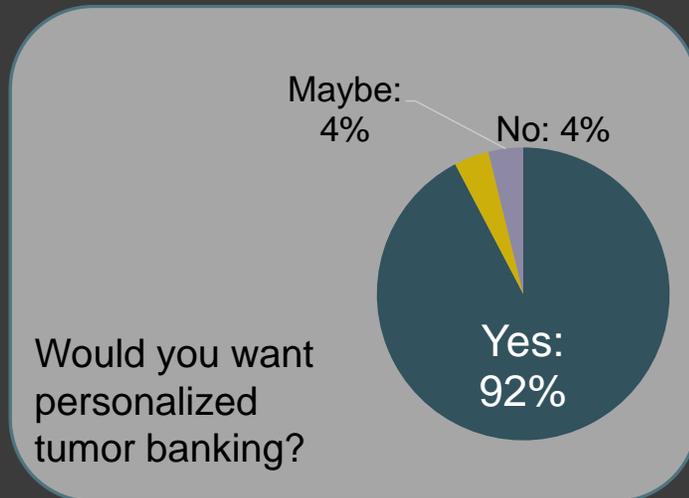
The Future of Cancer Treatment: Immortagen's Personalized Medicine



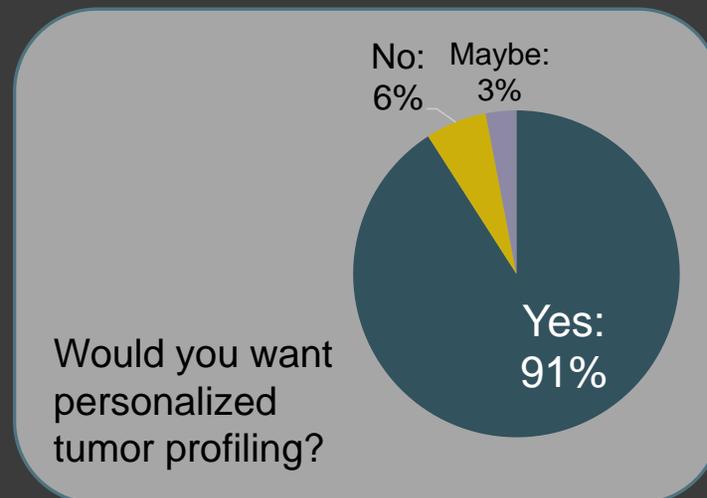
Customer Discovery



Personalized Tumor Banking



Clinical Decision Support



**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



Baoli Yang, MD, PhD
Co-Founder & COO



Donghai Dai, MD, PhD
Co-Founder & CSO



Dan Cummins, MBA
VP for Business Development



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



Paul Dymerski
Associate Director of
New Ventures at UI
Business Advisor



Kurt Heiar
Entrepreneur &
JPEC Lecturer at UI
Business Advisor





Immortagen

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So are we.