The Commercialization Process and its Importance to Biodesign

Gregg Scheller
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Biography – Gregg Scheller

- Former CEO, NASDAQ-listed medical device company
- $6M total investment
- $60M in revenues – 2008: 400 employees, sales in 85 countries
- University of Missouri-Columbia graduate, mechanical engineering
- Previously started and sold another medical device company
Biography – Gregg Scheller

Currently:

- Co-Director – University of Missouri Biodesign and Innovation Program
- Board Director, Nanotechnology Enterprises, Inc.
- Board Member – Various small and startup companies
- University of Missouri – Director of Entrepreneurship and Industry Partnerships, College of Engineering
Storz Instruments

Bausch & Lomb
Stellaris™ System
Advanced Surgical

Sapphire Wide Angle Illuminator

- Designed to significantly reduce glare
- Engineered for increased wide angle illumination and peripheral visualization
- Ergonomic, soft grip handle
Advanced Surgical

Figure 1. Disposable ophthalmic endoscopic system consists of the handpiece, fiber bundle, and connector to video as well as illumination sources.
Experience
Inside the Startup CEO’s Head

Business Plan  Startup Capital
Subscription Agreements  New Designs
Business Model  Regulatory Leases  Investors
Distribution  Marketing
Accounting  LLC  S Corp  C Corp  Manufacturing  Business Partners  Consultants  Equity Government  Org Chart  Quality Manual  CE Mark
Is This for You?
Ways to Find Out

- Try
- Identify a growing field where you have some interest, passion, and expertise
- Find a way to differentiate your product or service
- Devise and prove your distribution model early
Ways to Find Out

- Join organizations that are focused on this sort of entrepreneurial activity
- WORK, WORK, WORK
- Leverage your company’s assets to get what you need
- Network tirelessly
- WORK, WORK, WORK
- Participate in a startup that is not yours, but observe
MU Biodesign & Innovation Program