

# UCSF Catalyst Program - 2024 Summer Internship Workshop Series

**DRAFT 5-20-24**

## Introduction to the Target Product Profile (TPP); Medical Fields of the TPP – Tuesday June 18, 4:00 PM to 5:00 PM

- Introduction to the **role of the TPP**, fields of the TPP, where to find the information to create a TPP, medical and drug discovery fields of the TPP  
*Charles Hart PhD, Catalyst Program*
- The **TPP and Health economics and outcomes research (HEOR)** and incorporating payer perspectives (US and Europe) into development plans.  
*Ray Mankoski, MD PhD, NemetzGroup*

## Science, Technological, Preclinical, and Clinical Fields of the TPP – Wednesday June 26, 4:00 PM to 5:00 PM

- **Diagnostics TPP fields.** *Linda McAllister, MD, PhD*
- **Medical devices TPP fields.** *Chris Jones, MSE (t.b.d.)*
- **Digital Health TPP fields.** *David Kim, MD, DigiTx Partners*
- **Gene & cell therapeutics TPP fields.** *Akela Kuwahara, PhD, Siren Biotechnology*

## Business, Market Analysis, and Regulatory Fields of the TPP – Tuesday July 9, 4:00 PM – 5:00 PM

- **Regulatory** aspects of healthcare product development *David Pudwill, MSE, regulatory consultant, former FDA official*
- Analytical tools for **market analysis** and TAM, SAM, SOM. *Sohela Shah, PhD, Catalyst Program*

## Intellectual Property Field of the TPP – Wednesday July 17, 4:00 PM – 5:00 PM

- Introduction to **Intellectual Property** and potential strategies for securing IP for the projects *Erica Pascal, PhD, JD, Ingensity*
- **Patents versus trade secrets** for healthcare product development Allison Schmitt (BCLT Life Sciences Law & Policy Center)

## TPP Presentations, Pitch Decks, and Next Steps – Tuesday July 23, 4:00 PM to 5:00 PM

- **'Pitch' decks** *t.b.d*
- **Life Science Venture Canvas** and the Lean LaunchPad entrepreneurship methodology *Darren Cooke, JD, UC Berkeley*
- Introduction to **Project Management** tools to guide the projects' advancement *Roopa Ramamoorthi, PhD, PMP, Catalyst Program*
- **Innovation & Entrepreneurship** (I&E); the entrepreneurial mindset; I&E resources, programs, and activities *Nate Prorok, MHA, Catalyst Program*