

Innovation and Commercialization



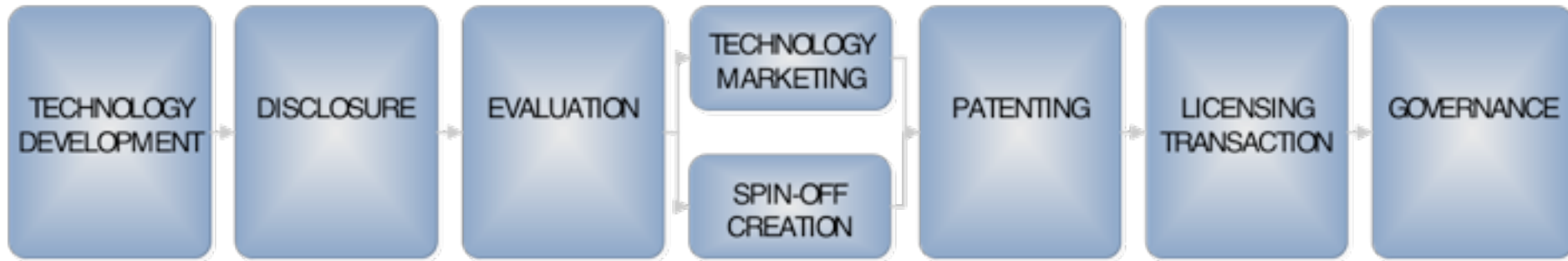
Chris Coburn
Executive Director, Cleveland Clinic Innovations

June 2011

MedStar Inventor Forums

Adding Value at Each Step of the Commercialization Process

46



- Inventor Engagement, Education and Training
- Ideation/IP Development
- Patent Prosecution
- Patent Portfolio Management
- Licensing of Technology
- Transaction Negotiation
- CDA Negotiation
- MTA Negotiation
- Option Agreement
- NewCo Creation, Development, Financing
- Venture Capital Identification and Contact
- Business Planning
- Strategic Planning



Experienced Team

47

- Team of 50 professionals...
 - ▣ More than century of industrial product development
 - ▣ 50 years licensing -- Abbott, University of Virginia, Purdue, UT
- Recent hires top level IT, ortho, alliance leaders
- Inventor with 30+ patents as Chair
- 15 financings closed in last 20 months
- Industrial Advisory Board, Commercialization Council, and Entrepreneurs/Executives-In-Residence
- Commercialization Grand Rounds: NHS, Foundry, Mayo, Partners, Geisinger, Oxford, Technion, Dick Foster, JJDC



Scorecard

48

- 1,560 patent applications, 330+ issued
- 270 product licenses
- 35 spin-off companies
- \$450M equity investments
- \$148M Commercialization Grants
- \$50M returned to CC inventors
- 740 total jobs

FAST COMPANY

10
TOP



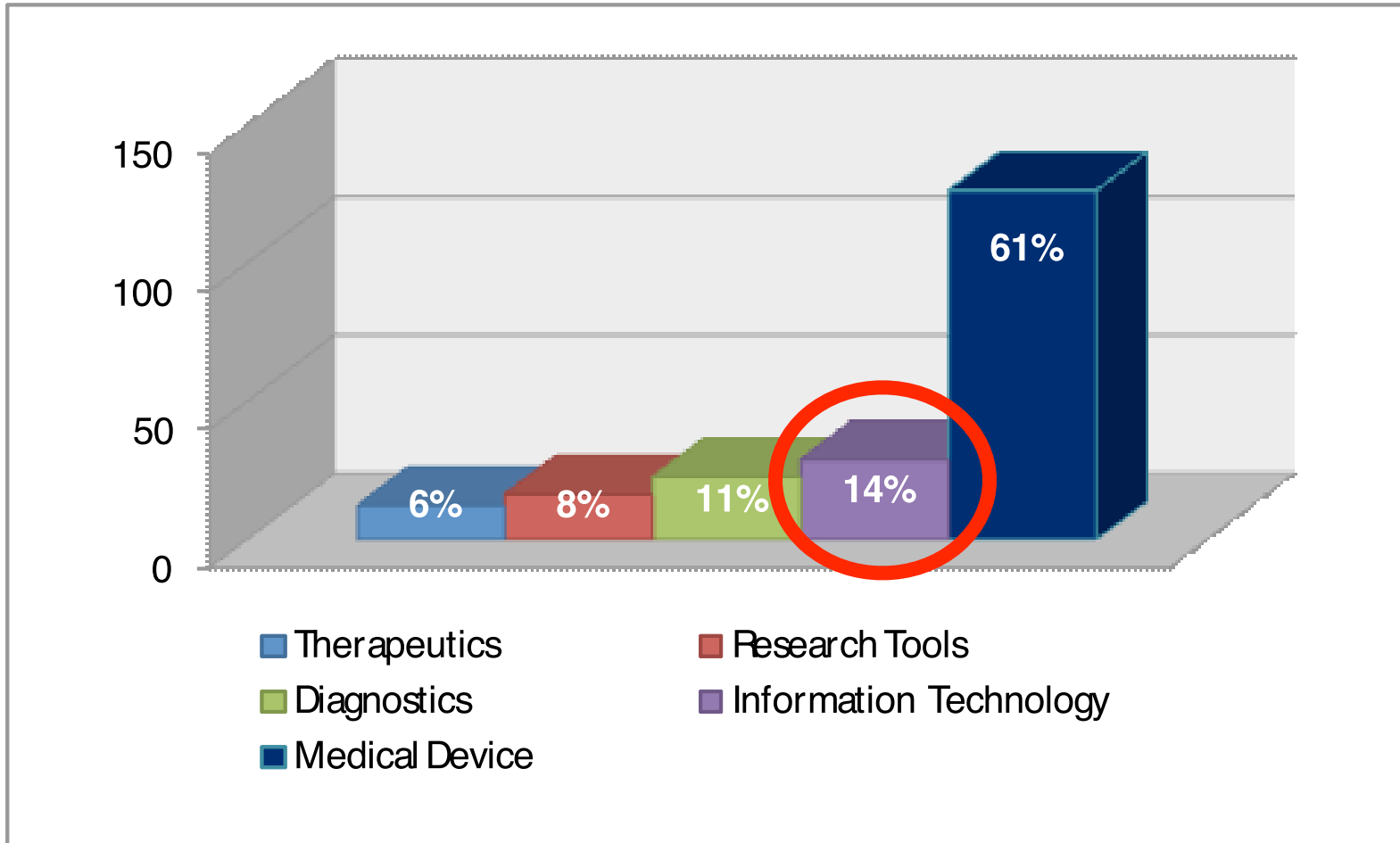
Global

Corporate

Venturing

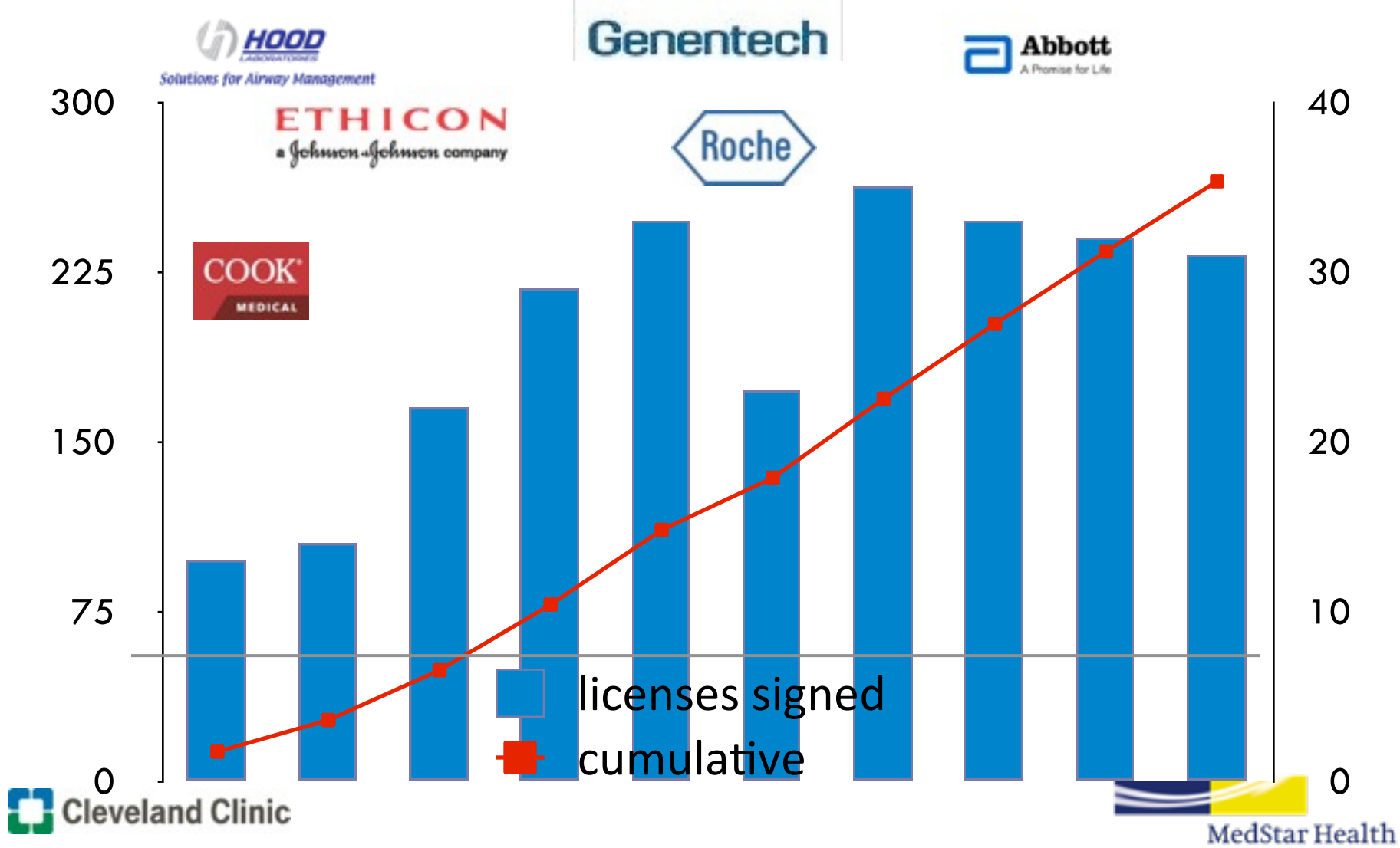
Breakdown of Inventions

49



207 Total Inventions in 2010

Track Record - New Licenses



Track Record - Spin-off Companies

51

2000-2003	2004-2005	2006	2007	2008	2009	2010
ART SARL	CleveX	Clear Catheter Systems	ATI	Congruent Medical	Buckeye Ocular	iVHR
AxioMed	IntElect	Revasc	CardioNomic	OptoQuest	Cleveland HeartLab	NaviGate Cardiac Structures
Cleveland BioLabs	Juventas	Tolera	Cleveland Heart	Perfusion Solutions	Explorys	Image IQ
PeriTec	Merlot	Zin Medical	Navis	Renovo Neural	Intellis	SironRX
CardioMEMS						YouDocs Beauty

- Device
- Therapeutics
- Healthcare IT
- Diagnostics

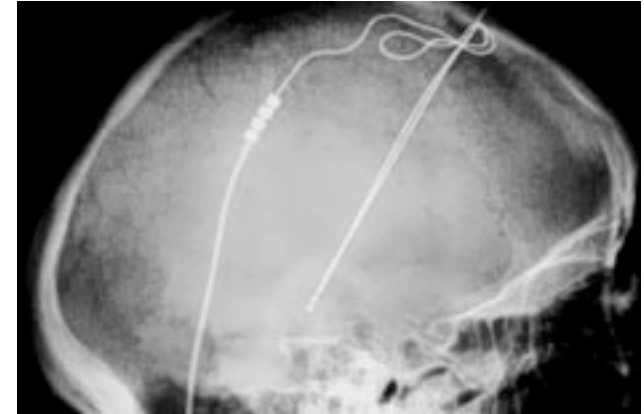
Total Projected Ohio Jobs – 12/2013 = 433



Investors

INVESTOR	LOCATION	INVESTOR	LOCATION
Amundi	Paris, France	JumpStart	Cleveland, OH
Aperture Venture Partners	New York, NY	Kleiner Perkins	Menlo Park, CA
Arboretum Ventures	Ann Arbor, MI	Matignon Investment	Paris, France
Arcapita Ventures	Atlanta, GA	MB Venture Partners	Memphis, TN
Austin Ventures	Austin, Texas	Medtronic	Minneapolis, MN
Bend Venture Conference	Bend, OR	North Coast Angel Fund	Cleveland, OH
BIOMECE	Cleveland, OH	Norwich Ventures	Waltham, MA
Black Sky LLC	Little Rock, AR	Ohio TechAngel Fund	Columbus, OH
Blue Chip Venture Company	Cincinnati, OH	Oregon Angel Fund	Portland, OR
Boston Millenia Partners	Boston, MA	Plymouth Venture Partners	Ann Arbor, MI
Boston Scientific /Guidant	Natick, MA	Primus Venture Partners	Cleveland, OH
CDC Entreprises	Paris, France	Regional Angels	Cleveland / Charlotte
CID Capital	Indianapolis, IN	Reservoir Venture Partners	Columbus, OH
Contour Venture Partners	New York, NY	Rockport Venture Partners	Beverly, MA
Deerfield Capital	Rosemont, IL	Sante' Ventures	Austin, TX
Early Stage Partners	Cleveland, OH	SGAM Alternative Investments	Paris, France
Easton Capital Investment Group	New York, NY	Sunrise Securities Corp.	New York, NY
Fletcher Spaght Ventures	Boston, MA	St. Jude Medical, Inc.	St. Paul, MN
Foundation Medical	Rowayton, CT	SW MI 1st Life Science Fund	Kalamazoo, MI
Frantz Medical Ventures	Mentor, OH	Sycamore Ventures	Princeton, NJ
Gaston Biomed	Charlotte, NC	Thomas, McNerney & Partners	Minneapolis, MN
Glengary LLC	Cleveland, OH	Triathlon Medical Ventures	Cincinnati, OH
Greatbatch	Clarence, NY	Versant Ventures	Menlo Park, CA
Hopen Therapeutics	Grand Rapids, MI	Vision Capital	New York, NY
InterWest Partners	Menlo Park, CA	X Gen Ltd.	Cleveland, OH
Johnson & Johnson Develop	New Brunswick, NJ	Zapis Capital Group LLC	Cleveland, OH

- Deep brain stimulation therapy
- Targeted neuromodulation technologies
- Treat movement, behavioral disorders



\$3 M series A
financing

\$7 M series B

\$2M series B1

Acquired by Boston
Scientific
\$78M

2005

2007

2008

2011



How We're Already Adding Value

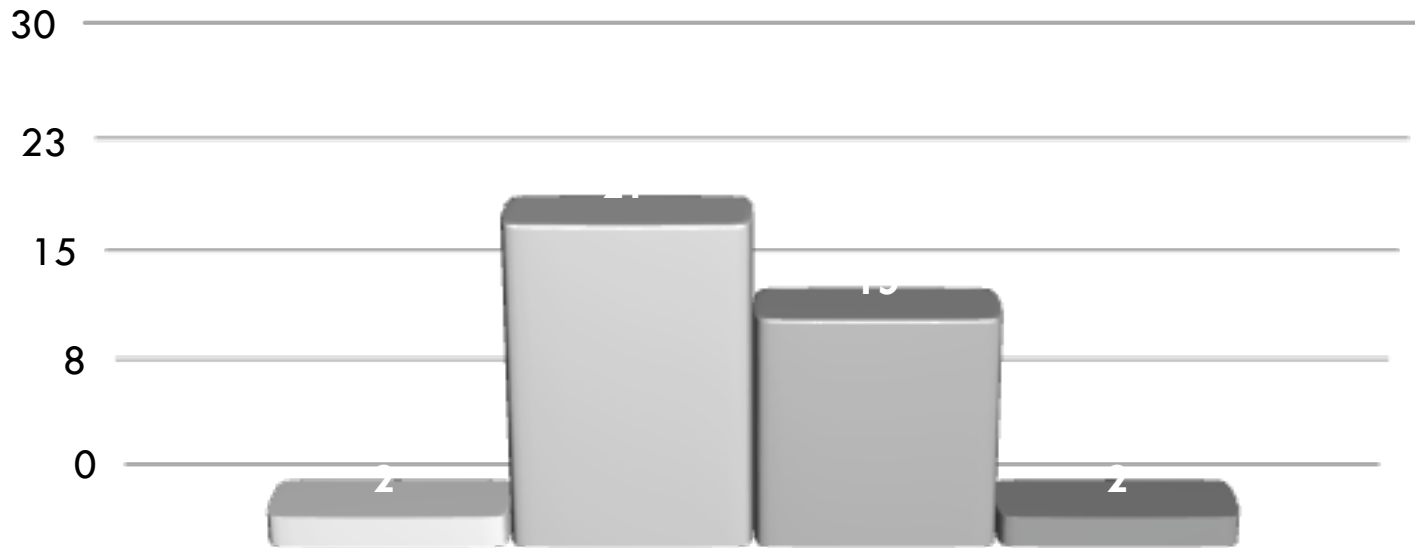
54

- **Team Status:**
 - Two experienced professionals on the ground at MedStar; one more to hire
 - Leveraging experienced team in Cleveland to evaluate your inventions
 - Committed to rapid, thoughtful evaluations
- **Commercialization Status:**
 - 40 disclosures and growing every day
 - Developing external relationships to fund MedStar opportunities
- **Pursuing Other Collaborations**
 - Explorys
 - Clinical and research collaborations



MedStar Inventions by Type

55

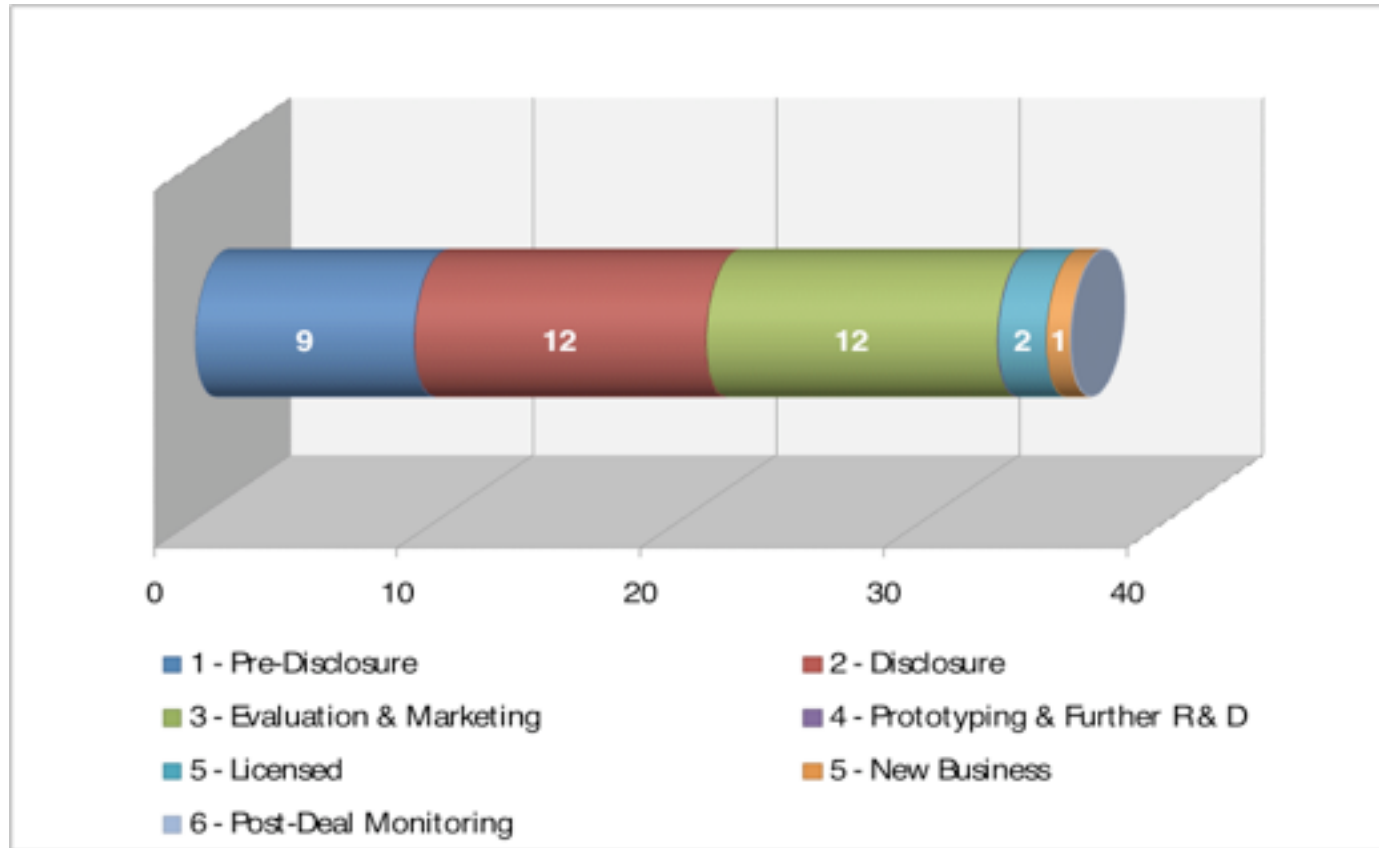


40 Total Inventions in the Process

- Biologic Material
- Information Technology
- Medical Device
- Pharmaceutical

MedStar Inventions by Status

56



40 Total Inventions in the Process

Note: 4 Inventions have concluded the process due to “prior art” findings and are now inactive