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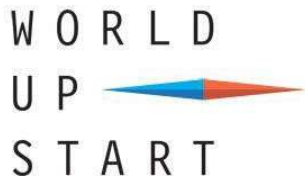
**US MARKET GATEWAY PROGRAM**  
**12+ Online sessions and mentoring**  
**Pennsylvania 2022**  
**May 23<sup>rd</sup> – July 7<sup>th</sup>**

More Info:

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## U.S. MARKET GATEWAY ONLINE PROGRAM

### *FOCUS ON MEDTECH AND LIFE SCIENCES*

Entering any new market comes with a variety of opportunities and challenges for growth companies. The U.S. market can be exceptionally attractive but also overwhelming at the same time. To gain fast traction and reliable growth in the U.S., entering companies need both exceptional strategy and execution. WorldUpstart helps companies uncover blind spots and leads them to create a reliable strategy and a roadmap for expansion.

Our U.S. Market Gateway online accelerator is designed for companies that are considering or ready to expand to the U.S. market. The program includes twelve online sessions with subject matter experts and weekly meetings with mentors from the industry.

The accelerator program culminates with the opportunity to pitch to a panel of Angel and VC investors from the Mid-Atlantic region.

Space is limited to 7-10 companies to guarantee a customized, hands-on approach tailored to each company's needs. Participating companies are expected to have a certain level of readiness for market entry: proven market traction in their own country or other regions, or sufficient funding for market expansion.

### **MODULES: Legal, Healthcare, U.S. Operation, and Fundraising & Business Communication**

## Program Outline

**Monday, May 23<sup>rd</sup>, 2022 15:00 – 16:30 (Paris time)**

### **INTRODUCTION TO THE ACCELERATOR**

*Introductions of companies and mentors, structure of the program, expectations, and opportunities*  
**WorldUpstart members, mentors, participating companies**

**Wednesday, May 25<sup>th</sup> 15:00 – 16:30 (Paris time)**

### **STRATEGIC AND TACTICAL CONSIDERATIONS FOR ESTABLISHING A LEGAL PRESENCE IN THE U.S.**

*Virtual vs Physical presence, establishing a U.S. Office, legal considerations for incorporation and tax implications. Speakers include leading law firm with local investor moderating.*

[Andrew Hamilton](#), Partner, Morgan, Lewis & Bockius LLP

[Glen Gaddy](#), angel investor Robin Hood Ventures

**Mentoring Session – Thursday, May 26<sup>th</sup> 15:00 – 16:00 (Paris time)**

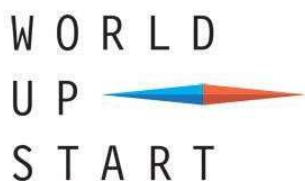
**Wednesday, June 1<sup>st</sup> 15:00 – 16:30 (Paris time)**

### **BEST IP PROTECTION STRATEGIES WHEN ENTERING THE U.S. MARKET**

*This session will cover fundamentals of protecting IP – patents, trademarks, and copyright. It will also address important topics such as the “freedom to operate” and licensing and monetizing IP in the U.S. to create value for the company and investors.*

[Christopher Halliday](#), Partner, DLA Piper

**Mentoring Session – Thursday, June 2<sup>nd</sup> 15:00 – 16:00 (Paris time)**



**Monday, June 6<sup>th</sup> 15:00 – 16:30 (Paris time)**

**VISA AND IMMIGRATION LAW CONSIDERATIONS FOR COMPANIES**

*Pragmatic immigration solutions for foreign nationals/companies looking to establish their own enterprise or expand in the United States. Visa classifications for moving talent across borders. Hands on session to tackle company's specific issues and questions.*

[Jonathan Grode](#), U.S. Practice Director at Green and Spiegel LLC

**Wednesday, June 8<sup>th</sup> 15:00 – 16:30 (Paris time)**

**CULTURAL DIFFERENCES IN MARKETING AND BUSINESS COMMUNICATIONS**

Recognizing and understanding how culture affects international business in three core areas: communication, etiquette, and organizational hierarchy.

[Sophie Lechner](#), Founder & CEO the Global Growth Experience

**Mentoring Session – Thursday, June 9<sup>th</sup> 15:00 – 16:00 (Paris time)**

**Monday, June 13<sup>th</sup> 15:00 – 16:30 (Paris time)**

**MARKETING TO U.S. HEALTHCARE INDUSTRY STAKEHOLDERS: PAYERS, PROVIDERS, PATIENTS**

*This session covers the commercial aspects for developing a product marketing strategy through the patient, provider, and payer's journey.*

[Hettie Stroebel](#), founder Launch Excellence Partners

[Norris Turner](#), Principal at Turner Healthcare Quality Consulting

**Wednesday, June 15<sup>th</sup> 15:00 – 16:30 (Paris time)**

**UNDERSTANDING THE IMPORTANCE OF EARLY MARKET ACCESS CONSIDERATIONS IN NAVIGATING THE NUANCES OF THE U.S. HEALTHCARE SYSTEM**

*This session will focus on uncovering the U.S. healthcare system from the multi-payer perspective and developing a reimbursement strategy for U.S. market entry.*

[Tom Hughes](#), Senior Principal Advisor, Health Economics and Reimbursement at Covance MDD

**Mentoring Session – Thursday, June 16<sup>th</sup> 15:00 – 16:00 (Paris time)**

**Monday, June 20<sup>th</sup> 15:00 – 16:30 (Paris time)**

**CLINICAL RESEARCH AND REGULATORY AFFAIRS**

*Preparing for FDA approval and understanding the regulatory roadmap in the U.S.*

[Bill McLain](#), Founder, Owner of Keystone Regulatory Services, LLC

**Wednesday, June 22<sup>th</sup> 15:00 – 16:30 (Paris time)**

**INTERNATIONAL TAXATION AND BEST ACCOUNTING PRACTICES**

*Business considerations for tax solutions when opening or relocating a company to the U.S. and GAAP accounting standards.*

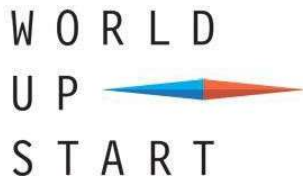
[Elana Petrossian](#), Financial Controller, Carisma Therapeutics

[Peter Rosenberg](#), President, Stonehage Fleming US LLC

**Monday, June 27<sup>th</sup> 15:00 – 16:30 (Paris time)**

**HIRING AND HR**

*Hiring in the U.S.: legal and practical considerations when looking for talent and assembling the best team. This session includes HR and talent acquisition experts.*



**Wednesday, June 29<sup>th</sup> 15:00 – 16:30 (Paris time)**

**FUNDING OPPORTUNITIES AND INVESTOR EXPECTATIONS**

*Considering multiple venues for potential funding: from government contracts to angel investors, to VC. What is available, how to apply and pitch. Understanding expectations of U.S. investors when it comes to pitch structure, format, and delivery. Speakers include investors and pitch experts.*

[Karina Sotnik](#), Founder & CEO, WorldUpstart

[Glen Gaddy](#), angel investor Robin Hood Ventures

[Roze McDevitt](#), Venture Capital Analyst, Ben Franklin Technology Partners

**Mentoring Session – Thursday, June 30<sup>th</sup> 15:00 – 16:00 (Paris time)**

**Wednesday, July 6<sup>th</sup> 15:00 – 16:30 (Paris time)**

**INTRODUCTION TO LOCAL LIFE SCIENCES ECO SYSTEM**

*This session will cover the overall landscape for Med Tech and Life Sciences in the United States with a specific focus on the Greater Philadelphia region as an emerging hub. Speakers include the city of Philadelphia, PA Department of Commerce, and local LifeScience Associations.*

[Pierre-Oliver Lugez](#), Director, International Business & Global Strategy at City of Philadelphia

[David Briel](#), Executive Director, International Investment, Office of International Business Development

[Kurt Imhof](#), Vice President, Policy & Public Affairs at Life Science Pennsylvania

[Clifford Brechner](#), Vice President, Colliers Life Sciences Practice Group

**Mentoring Session – Thursday, July 7<sup>th</sup> 15:00 – 16:00 (Paris time)**

## MEET YOUR MENTORS



**Scott Fishman, MBA – Founder and CEO, Envisage Solutions**

<https://www.linkedin.com/in/scottfishman111/>

Scott has over 30 years of experience as a life science strategist across all sectors of the industry focusing in healthcare marketing research and commercial analysis. As CEO of Research by Design, a firm he started in 1989, Scott directed the evolution of the company from a bedroom startup to one of the most successful and prominent firms in the healthcare research industry. Under his leadership, the firm became a key consulting resource for virtually every major pharmaceutical company, as well as a wide range of biotechnology and medical device manufacturers and healthcare advertising agencies.

Following the sale of his firm to a global holding company in 2006, Scott founded Ethos LifeScience Advisors, the parent to Envisage Solutions. Scott also co-developed, launched and serves as consulting Program Executive for the Commercialization Acceleration Program (CAP) at the Wharton Small Business Development Center. CAP provides due diligence to Technology Transfer Offices, Incubators, and VCs to support commercial development of intellectual property.



**Glen Gaddy – Robin Hood Ventures**

<https://www.linkedin.com/in/glen-gaddy-549546a7/>

Glen Gaddy has experience in technology, advanced materials, real estate, consumer product development and venture funding. He has been an active angel investor since 2003, funding technology, real estate, day care and business services ventures. His prior experience includes heading a research and development laboratory for a leading building materials company, leading real estate services for the world's largest consulting engineering firm and running a closely held real estate investment company. He has published in professional journals and has served as the Principal Investigator on over \$8M of government research programs. He is an active reviewer of applied research grant applications in both the United States and abroad, an active speaker on startups and early stage funding, and the reviewer of numerous business plans each year. He holds a Ph.D., M.S.E and B.S. in Materials Science and Engineering from Johns Hopkins University.



**Hettie Stroebel – Launch Excellence Partners**

<https://www.linkedin.com/in/hettie-stroebel/>

Hettie is a former Merck & Co., Inc executive with 25+years' experience in the Life Sciences. Her focus is in global strategic marketing and commercialization creating value to patients, providers, payers and companies. She led seven products launches, all exceeding profitability targets in major global markets. Her impact on running business units range from \$100 Million to \$1Billion per year.



**Barthalomew Sillah, MD, MBA – Kola Global**

<https://www.linkedin.com/in/barthalomew-sillah-5433b614/>

B.A. Sillah, focuses on healthcare investment and strategy for early stage companies. He is the founder of Kola Global, a services and consulting firm dedicated to accelerating the growth of healthcare companies. Prior to Kola, B.A. worked at Militia Hill Ventures, an active build venture capital firm where he invested in biotech startups and drove R&D/financial strategy for gene therapy company Spirovant (Talee Bio). B.A. is also a review committee member for Ben Franklin Technology Partners and advisor to many of its portfolio companies. He has consulted on several business development initiatives with clients including UPHS, CHOP, Einstein Healthcare Network, and Mount Sinai. B.A. earned an MD from Penn Med and an MBA from Wharton. He received his BA in Human Development and Regenerative Biology and a secondary degree in Global Health and Health Policy from Harvard University.



**Norris Turner, PharmD, PhD – Principal at Turner Healthcare Quality Consulting, LLC and Senior Advisor, Discern Health**

<https://www.linkedin.com/in/norris-turner/>

Norris brings nearly 20 years of experience in the pharmaceutical industry coupled with deep knowledge and experience in the health care quality and quality measurement space. Norris leads THCQ Consulting in partnering with biopharmaceutical clients to optimize the value delivered in addressing (including pharmacy) customers' pain points, with patients' needs at the center. Prior to founding THCQ Consulting and starting his affiliation with Discern, Norris served as Vice President of Strategic Alliances and Measure Implementation for the Pharmacy Quality Alliance (PQA). Prior to PQA, Norris served with Janssen for 12 years. His most recent position at Janssen was as Director, Health Care Quality, Neuroscience, and Infectious Diseases within the Strategic Customer Group, Johnson & Johnson Health Care Systems Inc., where he focused on the overarching quality and value-based care reimbursement direction in the United States and its implications for key customer segments and business strategy.




**Dora Mitchell – Therapeutics & Diagnostics Executive**

<https://www.linkedin.com/in/doramitchell/>

Dora Mitchell is an entrepreneurial life science leader, who most recently served as VP of Operations at Carisma Therapeutics Inc., a cellular therapy company. Dora built the company's infrastructure from inception through two rounds of VC financing carrying responsibilities for fundraising, team recruitment, finance, risk and compliance management and IP management. Prior to joining Carisma, she managed the therapeutics and diagnostics portfolio companies at the University of Pennsylvania. Dora holds a PhD in Molecular Biology from Princeton University and a BA in Biology from Reed College.



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**Michael C. Rice, MS, MBA - Principal, Head of Advanced Therapeutics**

<https://www.linkedin.com/in/michael-rice-14017211/>

Mike leads Cello Health BioConsulting's Gene and Cell Therapeutics and Rare Diseases practices. He also co-heads the oncology practice focusing on hematologic malignancies and genetically defined cancers. Prior to Cello Health BioConsulting, Mike gained over a decade of experience creating new biotech ventures from academic inventions pertaining to nucleic acids and cellular platforms applied across monogenetic diseases and oncology. Industry positions involved translational research, strategic planning, technology transfer, finance and business development.


Mike holds an MBA, with a concentration in Biotechnology from the Alfred Lerner School of Business and Economics, at the University of Delaware, an MS in Molecular Pharmacology from Thomas Jefferson University and a Bachelor of Science degree in Biology from the University of Delaware. Mike studied the molecular basis of cancer at the Kimmel Cancer Institute and is recognized for his extensive intellectual property and publication portfolio pertaining to cancer genetics, recombinational DNA repair, gene therapy, diagnostics, and agricultural trait improvement.

Mike is a member of the American Society of Gene and Cell Therapy (ASGCT), the Alliance for Regenerative Medicine (ARM), the Society for Immunotherapy of Cancer (SITC), the American Society of Clinical Oncology (ASCO), the American Society of Hematology (ASH), the Licensing Executives Society (LES), and the American Heart Association (AHA).



**Jamie Mak - Drexel University School of BioMed Engr Science and Health** <https://www.linkedin.com/in/jamiemak/>

Jamie Mak recently joined Drexel University in Philadelphia as the Managing Director of the Global Innovation Partnerships Program. The Global Innovation Partnership Program aims to forge transnational academic partnerships with international institutions to expand Drexel University's technology pipeline. Prior to joining Drexel, Jamie gained 30 years of business executive experience in the pharmaceutical and the medical device industries. Among her various roles, Jamie was the Vice President of Commercialization at Helius Medical Technologies, a neurotech medical device company and the Head of Strategy & Operations for U.S. Medical Affairs at Bristol-Myers Squibb, a global biopharmaceutical company. Jamie holds a BS in Electrical Engineering and a MS in Biomedical Engineering from Drexel University.

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**Jordana Barmish, DPT, MBA – Health Tech Executive and Venture Consultant**  
<https://www.linkedin.com/in/jordanabarmish/>


Jordana has 15+ years of healthcare experience in a variety of clinical, academic, startup, and corporate roles. Jordana currently runs a global venture consultancy in Toronto where she offers strategic development and operations services, as a business advisor and fractional executive. Prior, Jordana managed a portfolio of med-tech and healthcare IT startups at PCI Ventures. She collaborated with clinicians, researchers, and faculty at the University of Pennsylvania to create companies centered around their inventions and actively supported founders via operational infrastructure development, leadership team recruitment, Board of Directors participation, strategic advising, investor relations, pitch coaching, interim executive management, and deal negotiations. Before joining PCI Ventures, Jordana developed strategic partnerships for a corporate startup, Comcast Connected Health, which has since spun out into a joint venture with Independence Health Group. Prior to pursuing a career that fuses her interests in business, healthcare, and technology, Jordana treated patients with neurological and vestibular conditions for 7 years, as a Doctor of Physical Therapy. Jordana graduated with a Bachelor of Science degree in Psychology from McGill University, a Doctor of Physical Therapy (DPT) degree from Duke University, and an MBA in Strategic Management from Temple University.



**Rob Rae – Co-Founder of Littus**  
<https://www.linkedin.com/in/rob-rae-a987b/>

Rob Rae is a Co-Founder of Littus, a soft-landing platform for foreign companies looking to grow their businesses in the U.S. Rob's background has been centered on global growth, primarily within technology sectors. In 2000, he launched the European headquarters for Connor-Winfield Corporation in Shannon, Ireland, serving as the Managing Director for three years. Ever since his return to the United States, he has maintained business relationships with companies throughout Europe. In 2013, he launched Columbus Business Partners, a business and corporate development consultancy for foreign companies entering the U.S. market. Columbus Business Partners is a founding member company of Littus.



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**Steve Davis – CEO of Cellulora Inc.**

<https://www.linkedin.com/in/steve-davis-479115124/>

Steve Davis is a serial entrepreneur with extensive (25 years) experience in medical device, diagnostics, and therapeutics. He is the founding CEO of Cellulora Inc. Previously, he served as the founding CEO of Boinca Therapeutics, formed with a spin-out technology from Drexel University. He has a proven track-record raising capital, recruiting high performance teams and achieving milestones in a capital efficient manner. Steve was an integral team member in Aculux Inc. (sold to Sunoptics Surgical), Omni-Tract Surgical (acquired by Integra), Coalescent Surgical (acquired by Medtronic) and FoxHollow Technologies. Steve has worked for over a decade with multiple universities with research born technologies, bringing broad, and in-depth start-up expertise to Cellulora. Steve holds a B.A. from Baylor University.



**Beth DeSouza, MBA – Business Advisor, Mid-Atlantic Diamond Ventures, Philadelphia Science Center QED Program**

<https://www.linkedin.com/in/bethdesouza/>

Beth's professional background includes: Brand Management, New Product Planning, Financial Management and Budgeting, Manufacturing Operations, Cross-functional/Multi-cultural Collaborations, Mentoring and Coaching, Strategic Planning.

Among her career accomplishments: achieved annual revenue growth of 13% for one of GlaxoSmithKline's top revenue contributors in a highly competitive environment and near patent expiration through aggressive product strategy and brand management; built a new business franchise for a premier compounding pharmacy comprised of several therapeutic markets including ophthalmology, urology, drug addiction and dermatology; increased revenue by 25% in first year and exceeded revenue estimates by 11%; prepared, proposed and presented medium and long-term strategies for GlaxoSmithKline's US pediatric vaccine portfolio that maximized value of overall portfolio – the strategy was adopted by management and generated revenues of \$7 billion in seven years; established and led cross-functional virtual global team focused on leveraging clinical study results; developed comprehensive global strategic and tactical plan; ensured relevance and goal congruence of all activities – plans were endorsement by management and team was ready for implementation in anticipation of the clinical study conclusion; established virtual forums to share regional ideas and activities generating synergies and savings across the division.

Most recently, Beth was the CEO of Vifant LLC, a start-up in the ophthalmology digital health space. She serves on the Board of the Mid Atlantic Diamond Ventures (MADV). MADV assists early-stage technology and innovation-based companies acquire funding and build sustainable businesses. Beth is also a business advisor at Philadelphia's Science Center QED Program. Beth earned her MBA at UPenn's Wharton Business School and has a BS in Civil Engineering from Rio de Janeiro Federal University.