JUMPING THE ‘VALLEY OF DEATH’

Taking ideas from the lab to the real world
Dr Christian Behrenbruch, University of California

Universities and research institutions are important places for the creation of new ideas, technologies and innovations that have transformed the world in which we live.

It would seem that good ideas move swiftly from the research lab to the commercial domain, especially in an age of information technology and information efficiency.

In fact, it’s incredibly difficult to commercialise new ideas—a combination of financing, marketing, entrepreneurship, policy and legal challenges have created what is increasingly known as the ‘Valley of Death’, a place that invention must traverse in order to be successful. In an interactive fashion, this talk will explore different strategies for crossing the Valley of Death, with specific reflections on enormous changes in the entrepreneurial and venture capital landscape that have transpired over the past 18 months.

The presentation will be of interest to innovators, researchers, entrepreneurs and anyone who has ever had a ‘eureka’ moment…

Dr Christian Behrenbruch is an experienced entrepreneur with a decade of experience in starting and financing early-stage technology companies, largely based on technology developed in the university setting. He is currently CEO of ImaginAb, Inc, an LA-located biotechnology company that was launched based on technology developed at the University of California Los Angeles (UCLA). Directly or indirectly, he has been responsible for starting around 20 early stage companies in the medtech, life sciences and materials/nanotechnology domain and maintains an active interest in the challenges of taking new ideas out of the university setting and into the market—particularly in regulated areas like healthcare. Dr Behrenbruch is active in the university setting and has held academic appointments and taught at institutions such as UCLA, Caltech, Zhejiang University (Hangzhou, China), ESMT (Berlin) and Oxford University. He holds a Bachelor of Engineering from Monash University, a PhD (D.Phil) from the University of Oxford and an MBA jointly issued by NYU Stern School of Business and the London School of Economics.