



# The Neurotech Industry Investing & Business Conference

*Profiting from Advances in Drugs, Devices & Diagnostics*

May 18, 2006 – Westin San Francisco, Millbrae CA

*Investors, executives, entrepreneurs, and leading researchers involved in the development of new drugs, devices and diagnostics for the brain and nervous system come together to shape the future of their organization and the neurotechnology industry.*

This market defining one-day conference features keynotes on the state of the neurotech industry, cutting edge company presentations, and panel discussions on a comprehensive selection of neurotech topics of interest to biotech, medtech, and IT investors and executives.

- Discover emerging neurotech companies and products
- Learn who is investing in neurotech and why
- Learn in what markets devices are competing with pharmaceuticals
- Hear how brain imaging and informatics are impacting drug development
- Learn what venture and strategic investors are looking for
- Find out about new licensing and partnering opportunities
- Learn about translational research and funding opportunities

*Hear about next generation treatments for Alzheimer's, addiction, anxiety, depression, epilepsy, hearing loss, insomnia, multiple sclerosis, obesity, pain, Parkinson's, schizophrenia, stroke and other brain-related illnesses.*

**Conference Chairperson:**

**Zack Lynch**, *Managing Director, NeuroInsights*

**Advisory Board:**

**Sam Barondes, MD**, *Director, Center Neurobiology & Psychiatry, UCSF*

**Nola Masterson**, *Managing Director, Science Futures*

**Bob Metcalfe, PhD**, *Chairman, Leadership Board, McGovern Institute for Brain Research, MIT*

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**Sponsors:**



Register now at [www.neuroinsights.com](http://www.neuroinsights.com)

7:00 - 8:00 AM

**Continental Breakfast  
& Registration**

8:00 - 8:30 AM

**The Global Neurotech  
Industry 2006**

NeuroInsights reveals updated proprietary market data, revenue projections, and industry trends.

**Zack Lynch**

*Managing Director, NeuroInsights*

8:30 - 9:15 AM

**Investing in Neurotech**

A diverse panel of neurotech venture capitalists and strategic investors will discuss their investment strategies. What does it take to get a neurotech company funded? What are alternative fund raising strategies? What are the benefits and risks of business models in devices, pharmaceuticals, and information technology? What are today's deal terms and valuations? What are the best exit strategies and how is neurotech comparing to other industries?

**Moderator: Casey Crawford Lynch**

*Managing Partner, NeuroInsights  
Managing Director, Science Futures*

**Mark Cochran, PhD**

*Managing Director  
NeuroVentures Capital*

**Carl Goldfischer**

*Managing Director  
Bay City Capital*

**Roger Quy, PhD**

*General Partner  
Technology Partners*

**Matthew Perry**

*Portfolio Manager  
Biotechnology Value Fund*

9:15 - 10:15 AM

**The Memory Market:  
Alzheimer's & Cognitive  
Therapeutics**

As the population ages, the market for memory, cognitive impairment, and Alzheimer's treatments is exploding. What are the latest strategies for treating memory decline? While the FDA has approved the category mild cognitive impairment (MCI), is there a clear path to patient identification and drug approval? Are we closer to curing Alzheimer's disease? What are the technical, preclinical and clinical challenges? How are companies leveraging expertise and leads into other indications?

**Moderator: Gary King, PhD**

*Senior Director, Licensing  
Bristol-Myers Squibb*

**J. Donald deBethizy, PhD**

*President & CEO, Targacept*

**Jeffrey Ostrove, PhD**

*President & CEO, Ceregene*

**Rodney Pearlman, PhD**

*President & CEO  
Saegis Pharmaceuticals*

**David Summa**

*President & CEO  
Acumen Pharmaceuticals*

10:15 - 10:30 AM

**Refreshment Break**

10:30 - 11:15 AM

**Corporate Partnering &  
Licensing in Neurotech**

Big pharma, biotech and medtech increasingly are looking to smaller firms to provide innovative product candidates to fill pipelines. What are current trends in strategic alliances and partnering? Is there a new model for partnerships emerging? Can small neurotech companies team up to commercialize products?

**Moderator: Frank Eeckman, MD,  
PhD**

*Neurotech Insights, Centient*

**Lisa Beck**

*Director, Transactions & Asia Strategy  
Worldwide Business Development  
GlaxoSmithKline*

**Dr. Christine de los Reyes**

*Senior Director, Licensing &  
Development, Pfizer*

**Xavier Lataste**

*Head of Neuroscience, Business  
Development & Licensing, Novartis*

**Dr. Kumar Srinivasan**

*Senior Director, Licensing, Global  
Business Development, Wyeth*

11:15 AM - 12:00 PM

**Advances in Brain Imaging &  
Neuroinformatics**

The quest to develop increasingly more effective neurotherapeutics and diagnostics depends upon continuously higher quality molecular, cellular and systems level information about the brain. How is neuroinformatics currently used to improve drug development? What are the current limitations of neuroimaging technologies? Are there advances in imaging and informatics on the horizon that could dramatically impact therapeutic development or diagnostics?

**Richard Haiduck**

*Brain Resource Company*

**John Schenck, MD, PhD**

*NeuroImaging Research  
GE Global Research Center*

**Allan Jones, PhD**

*Chief Scientific Officer  
Allen Institute for Brain Science*

12:00 - 1:30 PM Lunch Keynote

2:45 - 3:30 PM

### Accelerating the “Decade of Translation”

**Lore Harp McGovern**

*Co-founder*

*McGovern Institute for Brain Research at MIT*

1:30 - 2:30 PM

### The Future of Neuropsychiatry and Specialty Pharmaceuticals

Incidences of anxiety, depression, attention deficit, schizophrenia and other neuropsychiatric illnesses continue to rise. How is the use of multiple drugs to treat an illness, polypharmacy, playing a role in drug development strategies? How and why are companies creating of new market categories for their compounds? Are there advantages in neuropsychiatry for “multiple shots on goal?” How are companies using in-licensing and out-licensing to compete in these markets? What are the unique risks investment risks and payoffs?

**Moderator: Sam Barondes, MD**

*Director, Center for Neurobiology & Psychiatry, UCSF*

**Matthew Fust**

*Sr. VP & Chief Financial Officer  
Jazz Pharmaceuticals*

**Michael Kauffman, MD, PhD**

*President & CEO, Predix*

**Jim Schoeneck**

*CEO, BrainCells Inc.*

**Rick Stewart**

*CEO*

*Amarin Corporation*

2:30 - 2:45 PM

### Refreshment Break

### Spinning Neurotech Out of the Lab

Industry relies on institutes and universities for basic research that will eventually lead to breakthrough treatments. Learn new models and effective strategies for technology transfer and industry collaboration from leading edge organizations in neurotech. How do serial entrepreneurs bridge the divide between basic research and commercial solutions? What science is in the pipeline that will create the next generation of products?

**Moderator: Bruce Scott**

*President & CEO*

*Intellectual Licensing Group*

**Selena Bartlett**

*Director, Medications Development*

*Ernst Gallo Clinic & Research Center*

**Steven Gerrish**

*Director of Business Development*

*Purdue Research Foundation*

**Karoly Nikolich, PhD**

*Executive Director*

*Neuroscience Institute at Stanford*

**Wendye Robbins, MD**

*President & CEO*

*Limerick NeuroScience*

3:30 - 4:30 PM

### Neurodevices: Is Neuro the Next Cardio?

Neurostimulation devices are gaining ground in markets like pain and Parkinson's disease, while innovative startups are developing products for depression, epilepsy, obesity, stroke, spinal cord injury, urinary incontinence, and others. Where are the best opportunities for devices to compete with or displace drugs? Can neurodevices compete in cost and efficiency? What are the current reimbursement issues? How long does it take to bring novel neurodevices to market?

**Moderator: Jim Cavuoto**

*Editor, Neurotech Reports*

**Lothar Krinke, PhD**

*Sr. Director, Business Development  
Medtronic Neurological*

**John Dobak**

*Founder, Leptos Biomedical*

**Bruce Shook**

*President & CEO, Neuronetics*

**Tim Surgenor**

*President & CEO, Cyberkinetics  
Neurotechnology Systems*

4:30 - 5:30 PM

### Neuroregeneration: Stem Cells and Other Strategies

The regeneration or replacement of nerve cells is the holy grail of neurological disease therapy. What is the state of innovative therapies to promote neuronal regeneration? What is a realistic time frame for product candidates to begin reaching the clinic?

**Moderator: David Ewing Duncan**

*Science Writer*

*Founder, BioAgenda*

**Anders Haegerstrand, MD, PhD**

*Chief Scientific Officer*

*NeuroNova Pharmaceuticals*

**Jonathan Kil, MD**

*President & CEO*

*Sound Pharmaceuticals*

**Martin McGlynn**

*President & CEO*

*StemCells, Inc.*

**Peter Mountford, PhD**

*President & CEO*

*Stem Cell Sciences*

5:30 – 7:00 PM

### Wine Tasting Reception

**STAGLIN**  
FAMILY VINEYARD

May 18, 2006 – Westin San Francisco, Millbrae CA

## Reserve Your Place Now!

Register for **The Neurotech Industry Conference** in one of the following ways:

**Internet:** Log on to [www.neuroinsights.com](http://www.neuroinsights.com) and click on The Neurotech Industry Conference

**Mail:** You can mail your completed registration form (or a photocopy) along with your payment to:

NeuroInsights  
315 30<sup>th</sup> Street  
San Francisco, CA 94131

**Fax:** 415-358-5888

NeuroInsights will acknowledge your registration with a confirmation email.

\*Make check payable to NeuroInsights

**Email:** [conference@neuroinsights.com](mailto:conference@neuroinsights.com)

**Phone:** 415-229-3225

**Cancellation:** Cancellations received in writing by NeuroInsights before April 15<sup>th</sup> will receive a refund, minus a \$300 administration charge. Thereafter, refunds are not available. Substitutions may be made at any time by calling NeuroInsights at 415-229-3225.

### Conference Venue:

Westin San Francisco Airport  
1 Old Bayshore Highway  
Millbrae, CA 94030  
Tel: 650-692-3500  
Fax: 650-872-8111

Directions: From San Francisco International Airport - Take Highway 101 South and exit at Millbrae East. Follow the exit ramp around, and then turn right onto Old Bayshore Highway.

To receive the special hotel rate of \$159, mention "The Neurotech Industry Conference." Rate is available on a limited number of rooms until May 2, 2006.

Sponsorship information:  
Zack Lynch  
Conference Chair  
[zack@neuroinsights.com](mailto:zack@neuroinsights.com)

## Please Register Me:

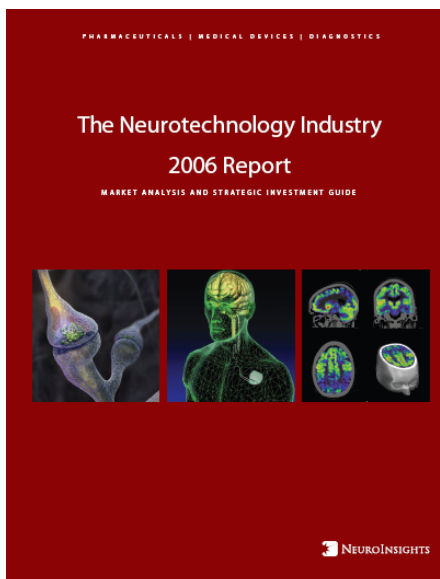
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## The Neurotechnology Industry 2006 Report

This 330-page report is the only publication to provide a unified market-based framework to help investors, companies and entrepreneurs easily quantify opportunities, determine risks and understand the dynamics of rapidly changing neurotech markets. The report tracks 15 indications in neurology and psychiatry including advances in pharmaceuticals, devices and diagnostics.

Order your copy today  
Available April 3, 2006

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