

**University of California, San Francisco**

**Fall 2025**

# **Global Life Sciences/Healthcare Entrepreneurship Course**

**Virtual Master Class  
Direct from Silicon Valley**

# PROGRAM OVERVIEW

Did you ever wonder why so many startups fail?

The reason is mishandling the business, not the technology.

If you're a scientist or clinician, business is unfamiliar territory. This course can change your odds of success. You will learn the most important aspects of starting a life sciences/healthcare company from people who breathe this world.

Our live, real time, online program is taught by professionals from Silicon Valley. They have started companies, invested in them or are industry experts and provide a real world, pragmatic perspective. The interactive lectures give you direct access to these top practitioners through Q&A.

Cohorts are comprised of life sciences/healthcare professionals from several continents. You will build community with entrepreneurially spirited people outside your network. Since starting the class in 2020, we have reached 40 countries on six continents.

UCSF is the #15 ranked global university, located in Silicon Valley and founder of the biotechnology industry. Where better to learn how to start a life sciences/healthcare company?

## 10 WEEK ONLINE PROGRAM



### DATES

October 1 -  
December 10



### SCHEDULE

10 weeks  
3 - 6 hours/week



### TIMES

9 am/5 pm PT,  
alternating weeks

[REGISTER NOW](#)



## HOW WE'RE DIFFERENT

**“I had zero experience on how to build a company before taking the course. The class exceeded my expectations and I’m energized to pursue my startup idea.”**



Lijun Ma, PhD  
Professor Emeritus  
Radiation Oncology, UCSF

**This is the only live, online life sciences/healthcare entrepreneurship course that provides:**

- Exclusive focus on scientific and medical startups
- Silicon Valley life sciences/healthcare expertise
- Real time, interactive lectures with Q&A
- Small discussion groups led by industry mentors
- Stories by successful founders
- A global community of entrepreneurs

**“It was great to have the focus on life sciences, something I have not found in entrepreneurship courses anywhere else.”**



Barbara Harvey Carroll, PhD MBA  
Director of Business Development  
Life Sciences, Dublin City University

## KEY TAKEAWAYS

**Opportunity assessment.** Find out if your science or technology can be the basis for a business.

**Market potential.** Learn how to size the market for possible scale and investor interest.

**Product/market fit.** Determine if your product will fit a critical need in a market segment.

**Business models.** Consider options to create a revenue stream.

**Team building.** Learn the characteristics of a high performing team and how to build one.

**Intellectual property.** Get educated on when, where and what to file; avoid pitfalls that can destroy value.

**FDA regulation.** Create a regulatory strategy by understanding how the FDA operates.

**US healthcare system and reimbursement.** Untangle its complexities and the role of insurance.

**Partnering.** Find out how to attract a corporate partner that can provide expertise and funding.

**Investment.** Learn investor criteria for funding and how/when to connect with them.



# WHO SHOULD ATTEND?

## **Early stage entrepreneurs -**

Assess the business opportunity and funding opportunities

## **Aspiring entrepreneurs/innovators –**

Learn if you're suited before taking the leap

## **Academics, scientists, clinicians –**

Discover if your technology can be a business

## **International entrepreneurs –**

Tie into the US/Silicon Valley network

## **Ecosystem managers –**

Benchmark on best practices from Silicon Valley

## **Corporate/government managers –**

Experience the startup innovation culture



**“This course really provides a framework to help decide whether a startup is right for you and the steps that are required.”**

Alice Referma, PhD  
Director, Center for CRISPR Target Discovery  
Innovative Genomics institute, UC Berkeley

# FORMAT

**This course is delivered live by Silicon Valley practitioners every week.**

- Lectures taught in an engaging interactive format by accomplished professionals who are CEOs, founders, investors and business experts.
- Small discussion groups divided by sectors (therapeutics, devices etc) led by experienced mentors.
- Entrepreneurial War Stories bring the startup experience to life.
- One-on-one mentoring available to discuss specific questions
- Class times vary to accommodate different time zones.
- Lectures recorded to watch asynchronously.



**“This course condensed a decade’s worth of lessons into just 10 weeks.”**

Saumya Jamuar, MBBS, Director  
SingHealth Duke-National University of  
Singapore Institute of Precision Medicine  
Co-founder Global Gene Corp



## GUEST LECTURERS & MENTORS

Our guest lecturers are drawn from Silicon Valley, the world's most prolific startup ecosystem.

Lecturers and mentors are passionate about teaching the next generation to be successful.

They are serial entrepreneurs, investors, lawyers, pharmaceutical executives and other experts.

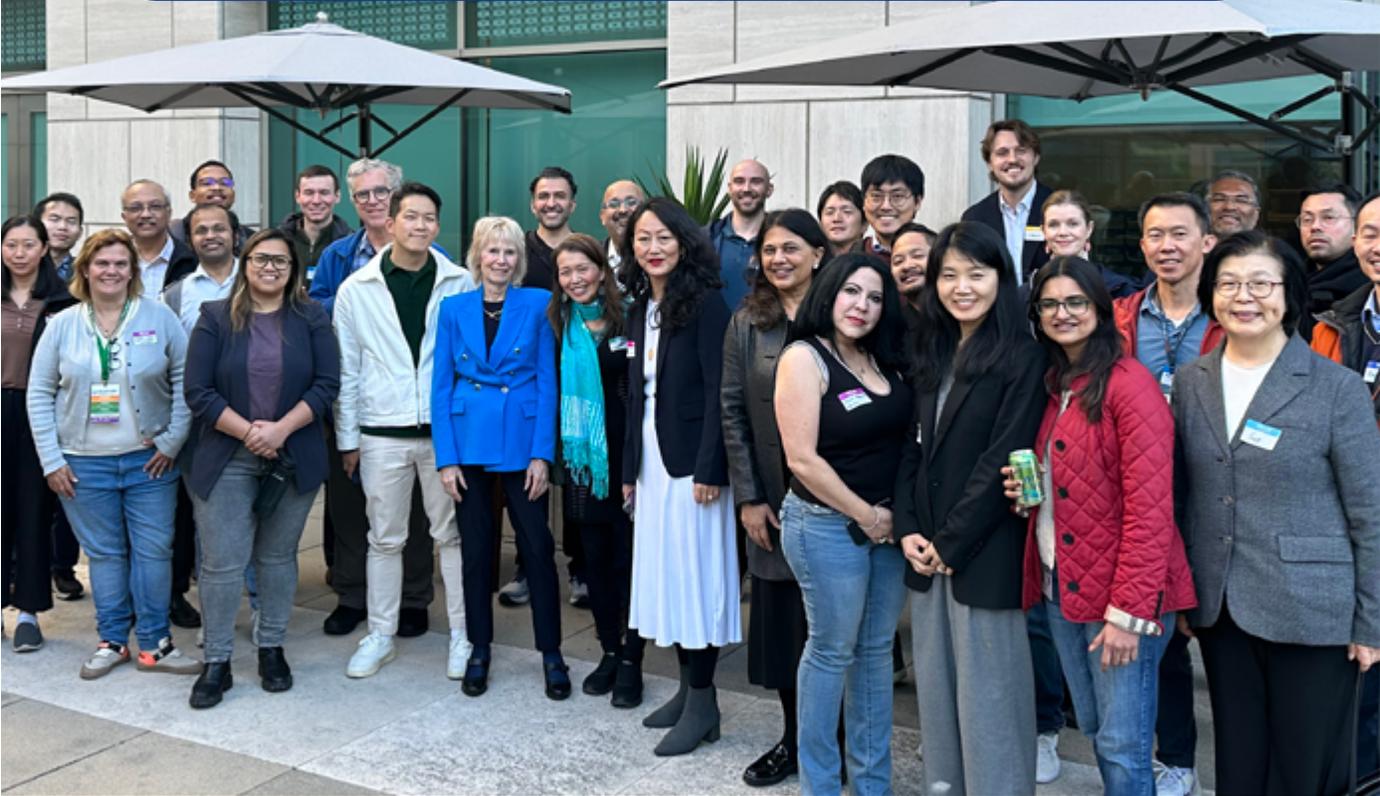
These professionals will answer your questions during lectures and small groups.



**“The course provides many opportunities to raise our hands and ask questions directly to the experts and be part of the conversation.”**

Chloe Goodred, Co-Director  
Perth Biodesign and  
Biodesign Australia

# COMMUNITY



This course is more than training – it’s the entry point into a global alumni community that encompasses 40 countries on six continents. We hold networking events online and in-person throughout the year and let alumni know about special opportunities. Our annual alumni reception at UCSF during JP Morgan Healthcare Week in January is always a hit.

**“This course is invaluable in building a network, especially if you’re not someone who is located within the Bay Area.”**

Sunita Padman, MBBS  
Director, Clinical Development –  
Oncology, Gilead Sciences



## COURSE DIRECTOR

Stephanie Marrus is a life sciences/healthcare startup expert who is passionate about starting companies and teaching business concepts to scientific and medical entrepreneurs. She has been a private sector executive who brings her business expertise to the startup world, creating a vibrant entrepreneurship community at UCSF. A key participant in the Silicon Valley entrepreneurship ecosystem, she has a deep network in the industry. Prior to joining UCSF, she held C-suite positions in biotechnology companies where she led corporate and business development, strategy, marketing, communications, and investor relations.

She has been affiliated with entrepreneurship programs at UC Berkeley, Stanford, in Europe, Asia and the Americas. She is in the Fulbright Program and a member of the US State Department's International Speaker Program.



**Stephanie Marrus, MBA MA**  
Managing Director, Entrepreneurship  
UCSF Innovation Ventures



## HOW TO PARTICIPATE

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#### MODE

Lectures online,  
live and recorded



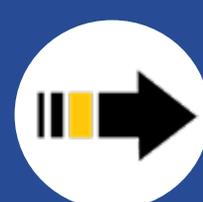
#### CERTIFICATE

Course  
Completion



#### FEE

\$1800



#### CONTACT

Inder.Takhar  
@ucsf.edu

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# UNIVERSITY OF CALIFORNIA, SAN FRANCISCO (UCSF)

**University of California, San Francisco** is the leading public university dedicated exclusively to life sciences and medicine and is ranked #15 of all universities globally. It is part of the University of California system, the world's leading research university system, and shares programs with UC Berkeley.

The faculty includes seven Nobel Laureates who have advanced the overall understanding of cancer, genetics, neurodegenerative diseases, aging and stem cells. UCSF is a leading US medical center.

**UCSF Innovation Ventures Entrepreneurship Program** is highly respected globally and in the Silicon Valley startup community.



[innovation.ucsf.edu/entrepreneurship](https://innovation.ucsf.edu/entrepreneurship)