



Licensing Executives Society
(U.S.A. and Canada), Inc.
Silicon Valley Chapter

Luncheon Event
Wednesday, May 24, 2006

At
Mariani's Restaurant & Inn, in the Cardinal Room, 2500 El Camino Real, Santa Clara, CA
11:30 AM – 1:30 PM

This presentation will demonstrate how to use model inputs derived from both primary and secondary market research data to build highly confident estimations of Expected Net Present Value (ENPV). Decision Tree Analysis is often incorporated for sensitivity analysis to investigate the effect of development risk upon deal terms and for optimizing terms yielding the greatest ENPV. Many modeling approaches are limited by simulation based upon secondary data alone. This presentation will cover how to combine techniques such as Decision Tree Analysis (DTA), Monte Carlo simulation, Real Options, and quantitative risk analysis to maximize Discounted Cash Flows (DCF) and Expected Net Present Value (ENPV) from your next deal.

Goals:

- 1) Learn to optimize deal terms and R&D investments for maximum Expected Net Present Value (ENPV).
- 2) Incorporate the use of primary and secondary data collection to deliver exceptional, reality-based results.
- 3) Combine techniques such as Decision Tree Analysis (DTA), Monte Carlo simulation, Real Options, and quantitative risk analysis.

Topic: “Optimize Your Next Licensing Deal: Advanced Tools of the Trade”

Speaker Introduction:

Larry A. Risen, President and Senior Consultant

Mr. Risen is founder and Principal of BioTrak Market Intelligence. He has 18 years of industry experience in medical marketing, strategic planning, marketing research, licensing and acquisitions. Prior to forming BioTrak, Mr. Risen was at Cypros Pharmaceutical Corporation (now Questcor) where he held the positions of Vice President of Corporate Development, Senior Director of Business Development, Director of Sales & Marketing, and Director of Business Development. While at Cypros, Mr. Risen completed numerous strategic alliances, pharmaceutical product acquisitions, and technology licensing agreements. He also established and directed the sales and marketing organization that more than doubled sales of mature products. Prior to Cypros Pharmaceutical, Mr. Risen held various marketing management positions at Gen-Probe Inc., a subsidiary of Chugai Pharmaceutical Corporation, where he launched thirteen new medical products. Previous to Gen-Probe, Mr. Risen held marketing, sales and product development positions while at Molecular Biosystems Inc. Mr. Risen received his Bachelor of Science degree in Biology from the University of Iowa and completed his MBA studies at the University of San Diego. He is an active member of several Pharmaceuticals industry organizations including the Licensing Executives Society.

Location:

The Cardinal Room at Mariani's, 2500 El Camino Real, Santa Clara, CA (800) 553-8666 For directions, go to:
<http://marianis.com/wwwroot/html/san-francisco-silicon-valley-hotel.html>

Meeting Format:

11:30 AM – 12:30 PM Buffet Lunch and Registration
12:30 PM – 1:30 PM Speaker

Registration:

LES Members Registration Fees are: \$40. if paid by Friday, May, 19 2006
\$45. if paid after Friday, May 19, 2006
Non-LES Members Registration Fees are: \$45. if paid by Friday, May 19, 2006
\$50. if paid after Friday, May 19, 2006

Register by completing the form on the following page and sending with your payment.



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REGISTRATION FORM
LES-SVC May 24 , 2006 Luncheon Event

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

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Are you an LES Member? ___ Yes ___ No

How did you hear of this event? _____

Please let us know if you have any special dietary requirements. _____

The Licensing Executives Society (USA and Canada) is a 501 (c) 6 non-profit corporation.

The Licensing Executives Society (USA and Canada), Inc. is a State Bar of California approved MCLE provider. If you require MCLE Credits, please sign attendance sheet at the door. This luncheon qualifies for 1.0 hours MCLE credit.

By registering for this event, you agree that LES may maintain your name and employer information completed in the registration form, as necessary, for its activities including that LES may publish the information on its website and in a list of registrants available to LES members and to meeting attendees. Reproduction of the list of registrants is not authorized and its use for general mailings for similar purpose, including use as a general mailing list for invitation to functions at LES meetings not specifically authorized by the LES or as a general mailing list for business solicitations, is prohibited.

LES Members: \$40. if paid by 5/19/2006
 \$45. if paid after 5/19/2006
 NON-Members: \$45. if paid by 5/19/2006
 \$50. if paid after 5/19/2006

METHOD OF PAYMENT:

Total Payment: \$ _____
 (LES-SVC reserves the right to charge the correct amount if different from the total payment listed.)

No refund of registration fees will be given after May 19, 2006.

Enclosed is my check, drawn on a U. S. bank, in U. S. funds, made payable to **LES-SVC**.
(Licensing Executives Society – Silicon Valley Chapter)
 Please put “LES-SVC 05/24/2006 Event” in the memo section of the check.

Mail check and this completed form to:
 Licensing Executives Society – Silicon Valley
 c/o Julie Alsing
 P. O. Box 21027
 El Sobrante, CA 94820-1027

VISA or MASTERCARD Credit Card:

Name as shown on card: _____

Account #: _____

Expiration date: _____

Billing address: _____

Billing City & Zip: _____

Signature: _____

Receipt: _____

LES-SVC Office use only

Please fax the completed form to Julie Alsing:
FAX (510) 669-1645

For more information or questions, please visit:
www.les-svc.org or contact:

Julie Alsing – LES-SVC Coordinator
Email: julie@alsing.net
Phone: (510) 223-7810