

## Biotech Week in Alberta – Final Report

**September 23, 2004**

### *Media Event*

BioAlberta staff appeared on A-Channel television during the Big Breakfast show. Myka Osinchuk chatted with Mark Schultz from 7:50 am – 7:55 am. Topics covered included:

- Jeans for Genes Day
- Biotech Week activities
- BioAlberta
- Bioindustry in general



**September 28, 2004**

### *Media Event*

Charles Tran, provincial and national Aventis Biotech Challenge (ABC) winner appeared on the A-Channel Big Breakfast show from 7:50-7:55 am. Charles highlighted his accomplishments in the ABC program and reinforced that the youth of today have a great deal of interest in science.

The objective of this media exposure was to promote ABC and science in general. BioAlberta actively encourages more young people to look to science as a career path.

### *Biofinance Excelerator*

The Biofinance Excelerator was a joint initiative between BioAlberta, AVAC Ltd., and Alberta California Venture Channel. Support was also received from Gowlings, Ernst & Young, CTI, and EEDC.

The BioFinance Excelerator was an opportunity for 4 pre-screened ag-biotech and health biotech companies to improve their business "cases"— their core business concepts and overall strategies. In more traditional venture forums, presenters may get only 10-12 minutes to make a business case, and frequently receive little feedback.

The BioFinance Excelerator involved a 15-minute formal company presentation, 15 minutes for Q&A, and most importantly, 30 minutes of feedback, coaching, and constructive criticism. This format provides small bio-companies a meaningful opportunity to receive constructive feedback from a panel of venture financiers.

Alberta companies presented to a panel of experts and venture capitalists.

Presenting companies included:

- SciMed Laboratories
- BioNeutra Inc.
- ECB Lethbridge Co-Gen Ltd.
- QRS Phenotyping Inc.

The panel of experts for the Biofinance Excelerator included representatives from the following organizations:

- Ernst & Young
- AVAC
- Venture Alberta
- Horizon Ventures (California)
- Cybus Capital (Iowa)
- Gowlings Lafleur Henderson
- Calgary Technologies Inc.
- Founder of Kieretsu Angel Network (California)
- Angel Investor (California)
- Ventures West

Companies that took part in the Biofinance Excelerator were asked for feedback on the event. The overall experience of being involved with the Biofinance Excelerator was rated at 4.33 out of 5.

Some of the comments provided for a potential 2005 Biofinance Excelerator included:

- “Stick with the idea of involving very few companies”
- “more time at the end to talk individually with the panelists”
- “...the panelists could have some kind of “score card” to could be given to the presenters after the presentation”
- “It is not very often that you get so many great minds concentrating on one company for a full hour. This is what made the Excelerator a quality event.”

## **September 29, 2004**

### *Media Release*

BioAlberta issued a news release to officially launch the “State of the Industry Report for 2004”. The report includes data relating to the 61 bioindustry companies within the province of Alberta. Information on number of companies, revenues, and investment secured were all included in the report. An electronic version of the report can be found at [www.bioalberta.com](http://www.bioalberta.com).

**September 30, 2004**

*MLA / CEO Luncheon*

Alberta bioindustry CEO's met with select members of the Alberta's Legislative Assembly over lunch at the Sutton Place Hotel to celebrate the successes of Alberta's bioindustry.

The event was co-hosted by BioAlberta and Alberta Innovation and Science.



MLA/CEO Luncheon

KPMG sponsored and provided lunch for all attendees.

Approximately 36 people were in attendance for the lunch. Government representatives in attendance included:

- LeRoy Johnson (MLA)
- Doug Horner (MLA)
- Victor Doerksen (MLA & Minister of Innovation & Science)
- Barry Mehr (Deputy Minister – Innovation & Science)

His Worship Mayor Bill Smith was also in attendance to proclaim September 27-October 1, 2004 Biotech Week in Edmonton.

Presentations were done by BioAlberta (State of the Industry) and Alberta Innovation and Science.



Honorable Victor Doerksen

The event provided an excellent opportunity for bioindustry CEO's to network amongst themselves and with local politicians. Overall discussion touched on a number of issues, with one hot topic being the SR&ED tax credit issue.



Mayor Bill Smith presents Myka Osinchuk with the Biotech Week Proclamation.

### *CEO Roundtable Dinner Forum*

The CEO Roundtable Dinner Forum was an opportunity for Alberta bioindustry CEO's to get together in a semi-formal dinner environment to discuss issues facing companies.

The event was co-hosted by Tony Noujaim, President and CEO of Virexx Medical Corp. and Robert Foster, Chairman and CEO of Isotechnika.

Event sponsors included Edmonton Economic Development Corporation (EEDC) and Virexx Medical Corp.



Tony Noujaim welcomes the group.

The evening began with a networking session, followed by welcome remarks from Virexx Medical Corp, EEDC, and BIOTECCanada.

Graeme Falkowsky from BMO Nesbitt Burns presented to the group of CEO's a "Healthcare Capital Markets Update". The presentation highlighted recent movements within Canada biotech industry and also touched on merger and acquisition strategies and opportunities for the industry in general.

Following the presentation, a discussion and Q&A session was facilitated by John Pinsent of Ernst and Young. Discussion topics revolved around government involvement in the bioindustry, the potential for SR&ED tax credits, and other innovative tax credit options.



CEO Roundtable Dinner Forum

General feedback received at the event indicated that company CEO's were very pleased with the event, and need to get together like this (and in more informal settings) more often. BioAlberta will plan another CEO event in spring of 2005.

### **October 1, 2004**

#### *Media Event*

BioAlberta staff appeared on the Global television morning show, along with Kirsten Stead, a PhD candidate at the U of A and recent winner from the Council for Biotechnology Information's awards program. The objective of this media exposure was to wrap-up Biotech Week and encourage awareness about the extremely bright people that are working on biotechnology applications here in our own backyard.

**Biotech Week in Alberta was planned and organized by BioAlberta with tremendous support from BIOTECanada.**

**BioAlberta wishes to thank the following organizations for their support.**

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**Biotech Week - Alberta Event Sponsors:**



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**Biotech Week - Alberta Event Contributors:**



Gowling Lafleur Henderson LLP / s.r.l.



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