

Alzheimer's Association Business Consortium

February 15, 2018

Noon ET/ 11 a.m. CT/ 9 a.m. PT

Dial In Information: United States/Canada Phone: 866-316-2054 Conference Code: 442 859 6748 [Click for List of global numbers](#)

Kira Sheinerman and Leen Kawas – Co-chairs Jim Hendrix - Facilitator

Agenda:

1. Roll – Jim Hendrix
2. Introduction of New Co-chair – Jim Hendrix
3. Webinars/Ask the Expert Topic Suggestions – Co-chairs
 - a. BoDs and SABs: Their role, costs, choosing members etc.
 - b. Business plans: Putting together a good deck, advisors, common mistakes.
 - c. Fund raising strategy: When, how much to raise, where to start, where to focus, advisors etc.
 - d. Public markets: How they work, when is the right time to consider, costs and timelines, implications
 - e. Scientific publication strategy
 - f. Public and investor relations strategy for a small to medium size company
 - g. HR: Building a team: balancing consultants and FTEs, how to hire, when to hire, HR issues for small companies, employment law
4. Translational Animal Models Workgroup Update – Jim Hendrix
5. Walk-in Items