

Glaucoma 360 New Horizons Forum

Taking Ideas to Market

The 9th annual Glaucoma 360 **New Horizons Forum** unites leaders in ophthalmology, vision science, business, finance, and regulatory to highlight innovations in glaucoma and speed the development of novel therapies for patients.

Hosted by the Glaucoma Research Foundation (GRF), the full-day forum on February 7, 2020, includes two innovative sessions about successfully taking an idea to market.

The **Venture Capital Panel Discussion: Show Me the Money** is the brainchild of Adrienne Graves, PhD, co-founder of the New Horizons Forum and Glaucoma 360. Like the television show “Shark Tank,” contestants from start-up companies pitch their ideas to venture capitalists and industry executives. Mirroring the in-depth questioning of a prospective investor, contestants are asked about their product, team, competition, financials, risks, and marketing plan. Audience members then vote on which start-up they would fund, and the winner of the “Perfect Pitch” award is revealed at the end of the New Horizons program.

“A fledgling entrepreneur may not know what to expect when they go in for their first funding ask,” says Dr. Graves. “Show Me the Money is entertaining—and importantly, it is instructive, as it homes in on the broad array of questions investors might ask and the precise details they will need answered before entrusting your start-up with their capital.”

A second panel, **Innovation 101: How to Translate an Idea into Breakthrough Therapies**, outlines how successful entrepreneurs advance from an idea to commercialization. Speakers with real-world experience will break down how they think through each stage of the development process—describing how to progress from a great concept to a prototype, how to obtain funding, how to navigate through regulatory challenges, and finally, how to aim for success.

“This panel appeals to the full spectrum of audience attendees,” says Malik Kahook, MD, session co-chair, Slater Family Endowed Chair in Ophthalmology, and vice chair at the University of Colorado, who has over 60 patents, including those for commercialized devices. “Clinicians discover what’s new and novel; physicians in start-ups or industry learn from their competition and can better determine if they’re on the right track; industry and venture capitalists see how successful risk takers move from an idea to a valued product in the clinic or operating room; and patients witness the passion that drives creation of breakthrough therapies.”

Additional Glaucoma 360 events from February 6 to 8, 2020 include GRF’s Annual Gala and the Glaucoma Symposia for ophthalmologists and optometrists. ■



Figure 1. Malik Kahook, MD, will co-moderate the new Innovation 101 session along with Adrienne Graves, PhD.



Figure 2. Glaucoma 360 co-founders, Drs. Andrew Iwach (center) and Adrienne Graves (right), will once again present the “Perfect Pitch” Award to an exceptional presenting company. The 2019 winner was James Blaha from Vivid Vision (left).

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