

High-growth technology business forum Build-to-sell

Thursday 24 March 2022

17.00-18.00 CET

(Plus, optional 60 minutes “Meet the Speakers”)

17.00 Introduction

Thomas Bereuter, programme area manager, Innovation Support, European Patent Academy, EPO

Dana Colarulli, Executive director, LESI

17.05 Build-to-sell forum

Live case study presenter: **Deanne Akerson**, Co-founder and CEO of Kindred Bravely (USA)

Expert panel chair: **Juergen Graner**, founder and CEO, Globalator (USA)

Expert panel representative Europe: **Irene Fialka**, CEO, INiTS & Managing Director, Health Hub Vienna (Austria)

Expert panel representative Asia: **Audrey Yap**, Immediate Past President LESI, Managing Partner, Yusarn Audrey (Singapore)

Expert panel representative North America: **Patrick Monroe**, M&A Lawyer, Monroe Law (USA)

18:00 Meet the speakers (optional)

19:00 End of the event



Deeanne Akerson – Live case study presenter

Co- founder and CEO of Kindred Bravely
San Diego, USA

Deeanne started her career as a teacher and mathematician before she co-founded Kindred Bravely. She received her bachelors and master's degree in education, both cum laude. Having been through building a company with young kids, Deeanne values work-life-balance and enjoys running, hiking, backpacking, and travelling.

Live case study description

Deeanne started the company Kindred Bravely with her husband in 2015 with the aim of providing mums with beautiful, practical and comfortable maternity and nursing clothing. In this case study, Deeanne describes how building a strong brand has enabled Kindred Bravely to become one of the eight fastest-growing online retailers on Shopify and to reach No. 20 on the Inc. 5000 list of fastest-growing, privately-held companies in the USA. Perhaps unusually for a clothing company, she explains how patents have been an important value driver for the business. She also describes how selling part of the business to a private equity firm in 2021 has helped to take the company to the next level. Deeanne ends by explaining how team culture and operational excellence have been key to the Kindred Bravely success story.



Thomas Bereuter

Programme manager, Innovation Support
European Patent Academy, EPO
Munich, Germany

Thomas Bereuter manages the Innovation Support programme area of the EPO's European Patent Academy. He is a Certified Licensing Professional (CLP) with more than 20 years' experience in the international commercialisation of early-stage technologies. He has successfully managed international licensing and technology divestment deals and has founded and supported high-tech start-ups and spin-offs as CEO, advisor, and coach. Thomas gained initial experience of technology commercialisation as an inventor, founding a venture capital-financed start-up. Leading the business incubation and technology transfer waves in Austria, he established an internationally recognised academic incubator as well as a technology exploitation office. Thomas lectured at several universities before joining the EPO in 2013.



Dana Colarulli – Host

Executive Director at LESI
USA

Dana is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch, and the U.S. Congress. He is currently serving as the Executive Director of the Licensing Executive Society International (LESI), a global organization of 33 national and regional associations throughout the world and as a Partner at the DC-Based Consulting firm the American Continental Group (ACG).

Most recently, he served as the Director of the Office of Governmental Affairs as a member of the Executive Management team at the U.S. Patent and Trademark Office (USPTO) from 2009 - 2019. Prior to that role, Mr. Colarulli served as Director of Government Relations and Legislative Counsel for the Intellectual Property Owners Association (IPO). He was born in Rhode Island and is a member of the Massachusetts Bar.



Juergen Graner – Expert panel chair

Founder and CEO of Globalator

San Diego, USA

London, UK

Vienna, Austria

Juergen has more than 30 years of experience in international business, managing companies, departments and projects in and across Europe, North America and Asia. He has successfully mastered expansions, turnarounds, licensing transactions, acquisitions, and divestments of companies, as CEO, executive manager, and advisor. Juergen is founder and CEO of Globalator with offices in Austria, the UK, and the USA. Globalator is specialized in the hands-on management of global strategic transactions with a focus on build-to-sell and build-to-grow strategies.

Juergen held CEO positions at companies in Austria, Belgium, France, South Korea, the UK, and the USA. He has coached over 100 CEOs and has taught business executives and scientists regarding business expansion for over 25 years in various executive education programs in Europe and the USA, with current teaching engagements at Georgetown University and Salzburg Management Business School. The feedback on his teaching performance has been consistently at the very top, with especially positive remarks for the practicability and usefulness of his lectures. Juergen is also a regular lecturer and keynote speaker at conferences and has published articles on *Transaction Based Growth ManagementTM*, which is his current area of interest.

Juergen holds an MBA from London Business School and he has been trained through the Discussion Leadership Program at Harvard Business School for teaching with the HBS Case Method.



Irene Fialka – Expert panel representative Europe
CEO, INiTS & Managing Director, Health Hub Vienna
Vienna, Austria

Irene is CEO of INiTS, Vienna's High-Tech Incubator supporting entrepreneurs with R&D-based business ideas serving all academic institutions in Vienna since 2002. She joined INiTS in its early days in 2004. Since then, she has helped to develop services for high-tech start-ups in diverse industries and worked with founders of innovative start-ups. Key successes from her work include Marinomed (IPO in 2019), Dutalys and mySugr (both taken over by Roche), Shpock (acquired by Schibsted) or Themis (now MSD).

Irene became CEO of INiTS in 2012. Under her leadership INiTS was recognised several times by UBI Global (ubi-global.com) as one of the TOP ranked UBIs (University Business Incubators) in the world. The track record of successful start-ups that went through INiTS' intense incubation program in their early days also contributed to the great development of the start-up ecosystem in Vienna, one of the rising stars amongst the start-up hubs in Europe. INiTS' start-ups have proven to be extremely successful in raising funds and finding partners for strategic transactions.

To further support the collaboration between corporates and start-ups Irene and her team launched Health Hub Vienna (healthhubvienna.com) in 2018. HHV aims at driving innovation in Europe's healthcare industry. With partners such as AstraZeneca, Boehringer Ingelheim, Medical University of Vienna, Novartis, Sanofi and Uniqa, the open innovation initiative aims at supporting the collaboration of international health/life science start-ups with established stakeholders in healthcare and promotes digital health innovation.

As an open innovation practitioner Irene also lectures on start-up and innovation related topics at various universities. She is a passionate supporter of women in tech and has co-founded investorinnen.com and women in Health IT, two networks to strengthen female investments and entrepreneurship as well as diversity in digital health. She holds a PhD in genetics/molecular biology from the University of Vienna and has a background in economics, entrepreneurship, and innovation. Irene started her career working in research for 10 years before joining the start-up world.



Audrey Yap – Expert panel representative Asia
Managing Partner, Yusarn Audrey
Singapore

Audrey Yap is Managing Partner of Yusarn Audrey, a regional ASEAN practice headquartered in Singapore. She has been listed consecutively as one of the World's Leading IP strategist in London IAM 300 for 13 years running. Audrey has been named as one of the best practitioners in Euromoney's Women in Business Law, in WTR 1000 as top trademark professional, a WIPR Leader (Singapore), Asia Law's Market Leading Lawyer and one of Singapore's leading lawyers in Who's Who Legal.

Audrey has been a Member of the Board of Directors of IPOS since 2015. She was Board member of Enterprise Singapore, an agency under the Ministry of Trade & Industry from 2018 to 2020. She serves as independent director for listed company and is a member of Singapore's Institute of Directors.

Audrey's work as WIPO's external expert spans nearly two decades. Audrey was selected by WIPO to serve on a high-level expert panel in 2015 on International Technology Transfer in Geneva under the WIPO Development Agenda framework. She was external expert for the European Patent Office (EPO) under the EC-ASEAN IP Cooperation Programme in 2004

Audrey continues her work as IP expert and consultant for various EU Trade related Technical assistance Programmes (EUTRTA) and WIPO supported initiatives in China, Vietnam, Philippines, Brunei and Thailand. Audrey was also appointed in 2011 under a trade related project funded by European Union as the expert assisting IPO Philippines in a national project in developing the model for Innovation & Tech support offices (ITSOs aka PatLib in other countries).

She is an Adjunct Fellow of the Intellectual Property Academy of Singapore and was listed as an IP Star in Managing IP (MIP) 2020/2021.



Patrick Monroe – Expert panel representative North America
M&A Lawyer at Monroe Law
San Diego, USA

Patrick has more than 20 years of combined business and legal experience relating to high growth enterprises and M&A transactions. Patrick has been lead attorney on hundreds of transactions with a focus on representing sellers of SMEs to larger strategic buyers that are often public companies or backed by private equity firms. Most of Patrick's clients are high growth businesses in the areas of technology, life sciences, and healthcare.

Patrick is the founder and principal attorney of Monroe Law PC, a law firm specializing in mergers and acquisitions, that represents privately owned businesses which are seeking to build equity value with a view toward selling in the future. The firm takes a holistic approach to enhancing equity value, which includes minimizing risk, ensuring that the business's assets are adequately protected, establishing an ownership structure that is appropriate for growth, establishing and maintaining proper corporate governance, making sure contracts are in place and optimized to benefit the long term interests of the business, establishing incentive plans for key employees, and putting in place contingency plans to ensure the survival of the business in case of unanticipated events.

Patrick spent 10 years in senior sales and business management positions at Fortune 500 companies and small businesses before becoming a lawyer, which allows him to approach complex legal issues with business-oriented solutions. He began his legal career working for Qualcomm's in-house legal department, then went on to serve as "Of Counsel" at Best Best & Krieger LLP, a 200-attorney law firm in California, before establishing Monroe Law PC. Patrick has received awards from "Super Lawyers," "Best of the Bar," "Top Attorneys," "M&A Advisors of the Year," and has a 10 out of 10 rating on Avvo.com.