An Entrepreneurs Journey

iFerm Stanford University
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Bell Biosystems, Inc.
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Outline

- Decision to go from grad student to entrepreneur
  - Market assessment
  - Team formation
  - IP
  - Technology evaluation
- My story
  - Crawl, walk, run
- Fundraising / Pitching
  - General Strategy
  - Current vs. first pitch
- Words of wisdom I’ve picked up along the way
- Q&A
Crawl (2009 to 2011)

Homeless, Broke, And Committed To Finding A Cure For Cancer

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Create your Better Business Package with a Variety of Phones & Plans.

How do you start a biotech company when you have no money?

Do it yourself like Caleb Bell.

Bell got his Ph.D. in biophysical chemistry from Stanford last year. After sinking more than $20,000 of his own money to start Bell Biosystems, Bell is eating with food stamps, crashing in his friend's basement, and hauling lab equipment around the country to...
Walk (2012 and a little of 2013)

Startup gives researchers a way to track, kill cells

While researchers believe stem cell therapies can overcome diabetes, Alzheimer's, spinal cord injuries and a host of other conditions, they've faced one big-time head scratcher: showing what those millions of cells actually do once they are in the body.

+$100k from Investors
Run (2013, funded to early 2015)

+$3M from Investors
Fundraising: whose $$$

- Bootstrap
- FFF
- Angels
- Angel Groups
- VC’s
- Strategic
- Partners
- Grants, Government & Philanthropy
Fundraising: tips

- Investors are part of your team
- Understand their process, perspective and expectations
- Most invest in a trajectory, not a single point
- Everything matters and there is no “off the record”
- Give them what they want and they will give you $$$
How to build your venture

1. People

2. Process

3. Product
How to spend your time

Plan & DO
Everything matters, it's about prioritizing
Everything matters, its about prioritizing
Final Thought.....

Have Options!