



THE  
**BIOAGENDA**  
INSTITUTE

AN INDEPENDENT  
NONPROFIT THINK-TANK  
ADDRESSING CRITICAL ISSUES  
IN CUTTING-EDGE LIFE SCIENCES

- Who We Are
- Issues, White Papers and Projects
- 2006-2007 Programs and Events
- Board of Advisors
- How to Support BioAgenda

REGISTER NOW FOR  
THE BIOAGENDA 2007 SUMMIT!

JUNE 13-15, 2007 - MONTEREY, CALIFORNIA

[WWW.BIOAGENDA-INSTITUTE.COM](http://WWW.BIOAGENDA-INSTITUTE.COM)

## WHO WE ARE

IN AN ERA OF PROFOUND  
NEW DISCOVERIES AND  
CHALLENGES IN LIFE  
SCIENCES...

BioAgenda is the world's first life sciences policy institute created to foster an autonomous and spirited dialogue, analysis, and study of crucial life sciences issues. The institute is devoted to studying, analyzing, educating and developing innovative solutions.

The institute produces white papers, studies and educational initiatives both internally and on commission from appropriate organizations. Each year BioAgenda holds roundtables, events, and discussions around the globe. Our signature event is an annual 2 ½-day summit that gathers leaders from around the world to discuss issues and solutions to the most pressing concerns of the year in life sciences.

BioAgenda content is prepared by the BioAgenda editorial staff in consultation with the Board of Advisors and Council of Journalists. All material conforms to the highest principles of independent thought, and welcomes all points of view.



Nobel Laureate Paul Berg in discussion with David Ewing Duncan

## SOME ISSUES WE ARE EXPLORING:

- The crisis of paying for early-stage discoveries: is there a solution?
- Personalized medicine is coming: are we ready?
- The evolution wars: can science and religion co-exist?
- Do we need a new FDA?
- The education crisis: where will scientists come from in the future?
- Bio-pathogens – can we defend ourselves?
- The real coming global plague is diabetes; are we ready?
- Art and science: is there a poetry to science?
- Also... stem cells, drug pricing, globalization, synthetic biology, nanotechnology and more.

## 2006-2007 SELECTED THINK-TANK PROJECTS AND PROGRAMS

- **Biotech at 35:** A Major Report on the Successes and Failures of the Biotech Business Model, and a Blueprint for Reform
- **GAPCures:** A Vision of Holistic Development in the Developing World
- **NPR Talks' "Biotech Nation":** BioAgenda supports this public radio program airing weekly
- **BioAgenda On-Line Library:** A collection of outstanding articles on leading issues by top writers and thinkers

For a complete list of BioAgenda projects check the BioAgenda Website

BioAgenda's network of experts and scholars are available to conduct objective studies in economics, public policy, issues, communications and other topics on commission. Inquiries should go to [david@bioagendaprograms.com](mailto:david@bioagendaprograms.com).



Cynthia Kenyon  
on the Genetics  
of Longevity

## BIOAGENDA INNOVATORS

At each summit BioAgenda honors leading-edge innovators. They include:

- 2004: **Cynthia Kenyon**, PhD, UCSF [Longevity](#)
- 2004: **Floyd Romesberg**, PhD, Scripps, [Synthetic Life](#)
- 2006: **David Sinclair**, PhD, Harvard, [Longevity](#)
- 2006: **Kari Stefansson**, MD, CEO, deCode, [Gene-Hunting](#)

## BIOAGENDA CHALLENGES

- **Lee Hood, MD, PhD**, of the Institute for Systems Biology: Challenged medical educators to revamp physician training for the genomics age
- **William A. Haseltine, PhD**, former CEO of Human Genome Sciences: Challenged the biotech industry to reform the business model of developing drugs
- **Baroness Susan Greenfield, PhD**, Director of the Royal Institution of Great Britain: Challenged the scientific community to join her effort to create a “Science Corps” of scientists who take time off to contribute to the developing world
- **Frederick Frank**, Vice-Chairman of Lehman Brothers: Challenged the life science investment and business communities to learn from mistakes and success of the past to improve returns on biotech investments

## BOARD OF ADVISORS

- **Alex Barkas**, PhD, Managing Partner, Prospect Venture Partners
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- **Arthur Caplan**, PhD, Director of the Center for Bioethics, University of Pennsylvania
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- **Frederick Frank**, Vice Chairman, Lehman Brothers
- **Corey Goodman**, President and CEO, Renovis; Chair of the Neurobiology Section of the National Academy of Sciences
- **Baroness Susan Greenfield**, PhD, Director, The Royal Institution of Great Britain; Fulerian Professor of Physiology, Oxford University; Member, House of Lords
- **Steven H. Holtzman**, CEO and Co-Founder, Infinity Pharmaceuticals
- **Leroy Hood**, MD, PhD, Co-Founder and President, Institute for Systems Biology
- **Bruce W. Jenett**, JD, Heller Ehrman LLP
- **Cynthia Kenyon**, PhD, Herbert Boyer Distinguished Professor of Biochemistry and Biophysics, University of California, San Francisco
- **Edison Liu**, MD, Executive Director, Genome Institute of Singapore
- **Nola E. Masterson**, Founder and CEO, Science Futures
- **Cynthia Robbins-Roth**, PhD, Founder of BioVenture Publishing, Inc. and BioVenture Consultants; journalist and best-selling author *From Alchemy to IPO*
- **Tony Russo**, PhD, CEO, Noonan Russo, a division of EURO RSCG Life PR
- **Greg Simon**, JD, President, Faster Cures
- **Kari Stefansson**, MD, CEO and Co-Founder, deCODE Genetics
- **Gregory Stock, PhD**, Author and Director, Program on Medicine, Technology and Society, UCLA

## COUNCIL OF JOURNALISTS

- **Chris Anderson**, Editor-in-Chief, *WIRED* Magazine
- **Jonathan Leake**, Science Editor, *Times of London*
- **Stephen Petraneck**, Editor-in-Chief, *Discover* Magazine
- **Peter Petre**, Senior Editor-at-Large, *Fortune* Magazine
- **Jason Pontin**, Editor-in-Chief, *MIT Technology Review*

# BIOAGENDA 2007 SUMMIT

JUNE 13-15, 2007  
STEINBECK FORUM  
MONTEREY, CALIFORNIA USA



Francis Collins lecture on genomics

## “Creative Disruptions”

The **BioAgenda 2007 Summit** gathers a community of invited leaders from science, business, public policy, the media, law, advocacy, and the arts to attend a 2 ½-day retreat to discuss crucial issues for the coming year in life sciences. The summit features phenomenal speakers, special panels, chats, presentations, a Great Debate, innovator talks and roll-up-your-sleeve workshops; also a mini-science film festival, exhibits and more. We need to hear your voice as a leader in life sciences - join us!

### FASCINATING SPEAKERS

Lee Hood, Paul Berg, Ray Kurzweil, Francis Collins, Brook Byers, Art Caplan, Kari Stefansson, Juan Enriquez, James Fallows, Greg Simon, Baroness Susan Greenfield, Greg Stock, Fred Frank, Jean-Francois Formela, James Reston, Jr., Alex Barkas, George Rathmann, Susan Hellmann, Cynthia Kenyon, Steve Burrill, Ron Cape, Moira Gunn, Chris Anderson, and many more have spoken at our events. Check the BioAgenda website for the latest on 2007 summit speakers.

“I believe this is the greatest story of our time, perhaps of all time. A species is developing the tools to redesign itself, to self-evolve in a way Charles Darwin never imagined.”



- David Ewing Duncan  
Founder, BioAgenda and Summit Host

### SUMMIT TOPICS

**Creative Disruptions: SCIENCE:** BioAgenda Innovators will present the most breathtaking recent discoveries in life sciences.

**Creative Disruptions: BUSINESS:** A crisis is looming about how we pay for and transform brilliant ideas in life sciences into cures and treatments. Let's discuss and devise some novel solutions

**Creative Disruptions: POLITICS:** As the 2008 election approaches, we will discuss creative ideas for restoring a balance between science and ideology in the U.S. Also, a feisty, out-of-the-box brainstorming session on critical path ideas and other innovations to reform the FDA

**Creative Disruptions: GLOBALIZATION:** A follow-up on the last summit's Discover Magazine Roundtable on bio-pathogens... a year later, are we safer? Can we be safer? Also a special focus on a global “plague” that imperils a billion people, kills millions, and will cost trillions of dollars to combat... diabetes.

**Creative Disruptions: SCIENCE AND THE ARTS:** A play, eye-popping visual arts, and a panel discussion about how art disrupts science, and vice-versa

Also... **Fireside Chats, BioAgenda Interludes, a BioAgenda Great Debate on the evolution wars, a mini science film festival, entertaining “interludes” and more!**

### New! Innovation and Venture Program:

Where we engage young scientists and entrepreneurs who are blazing new frontiers in biomedical research and discovery. A special session will showcase disruptive and innovative new business models and original intellectual property. Developed and hosted by Michael Whitehouse.

### Also New! Roll-up-your-sleeves sessions:

Before the meeting, attendees will be sent “homework” on select summit topics. At the summit, speakers and panels will discuss the topic and proposed solutions, and then ask participants to participate in “Brainstorm Workshops”. The BioAgenda Institute will develop white paper reports out of these sessions to be publicly released and disseminated to appropriate audiences. The idea is to gather a powerhouse of leaders and smart people to offer up fresh ideas to make a difference.

# MORE EVENTS!

## ISSUES ROUNDTABLES

BioAgenda holds regional roundtables focusing on a panel or presentation about a critical issue, usually over dinner, with local audiences of leaders and thinkers. Past roundtables include:

- **San Francisco:** "Scientific Breakthrough in Extending Lifespan and the Impact of Living to Be 150 Years Old"
- **Boston:** "The Hope and Hype of Stem Cells"
- **San Diego:** "Is Redesigning Life a Good Idea?"
- **Boston:** "The Great Experiment in Biotech: Has the Collaboration between Academia and Commerce Worked?"

"David Ewing Duncan and BioAgenda provide a fascinating talk full of color and substance. These qualities come out of their careful research to bring a topic to life."

- **Fred Frank**, Vice Chairman, Lehman Brothers,

## SCIENCE FILM FESTIVAL

We call it **Scienema** – three days of films about science and science fiction, from first-runs to classics to cutting-edge documentaries. We will feature panels, presentations, and meets and greets of stars and directors. Curated by film guru Tom Luddy, the festival is planned to launch in the fall of 2007 in San Francisco and New York.

## SPECIAL EVENTS

Check the website for additional events and programs!

## INSTITUTIONAL CO-ORGANIZERS

Georgetown University Life Sciences  
and Society Initiative

Stanford University School of Medicine,  
Center for Biomedical Ethics

UCLA School of Medicine

University of California Berkeley

University of Pennsylvania Center for Bioethics

## BIOAGENDA PRINCIPALS

### David Ewing Duncan

#### Founder and Executive Director

David is an award-winning science journalist and a best-selling author with six books published in 19 languages. He is Chief Correspondent of NPR's Biotech Nation. His most recent book is *Masterminds: Genius, DNA, and the Quest to Rewrite Life*. David is a Contributing Editor to *Wired* and *Discover*; he writes for *Fortune*, *Atlantic*, and many others; he is a special correspondent and producer for ABC's *Nightline* and *NOVA*; and a commentator for NPR's "Morning Edition." In 2003 he won the prestigious AAAS Magazine Journalism Award. His website is [davidewingduncan.com](http://davidewingduncan.com).

### Gregory Stock, PhD

#### Director of Strategic Planning

Greg is Director of the Program on Medicine, Technology and Society at UCLA and CEO of Signum Biosciences. He is the author of eight books including the bestseller *The Book of Questions*, which has been translated into 18 languages; and *Redesigning Humans: Our Inevitable Genetic Future*. He is on the editorial boards of leading journals including the *American Journal of Bioethics* and the *International Journal of Bioethics and Rejuvenation Science*.

### Indu Subaiya, MD

#### Associate Director, Special Projects

Indu is the Founder and President of Etude Scientific, a strategic healthcare and life-sciences consulting firm. Prior to founding Etude Scientific, Indu served as Vice President of Healthcare and Biomedical Research at Gerson Lehrman Group and as Director of Outcomes Research at Quorum Consulting, Inc. Indu received her MD from Stony Brook University School of Medicine, and an MBA from the Haas School of Business at the University of California, Berkeley.

### Michael A. Whitehouse

#### Managing Director, BioAgenda Programs

Michael is Executive Director of Vital Ventures Networks, which he founded in 2002. VVN develops and manages high-level symposia for leaders in the life sciences, biotechnology, healthcare and finance. Prior to creating VVN, Michael was President and Founder of Connections Corporation. Michael has held senior positions at NASD and NASDAQ. He serves as an Executive Advisor to One World Health, to the Scientific Foundation of Lyon, and to EuroBio.

### Ronald Johnson

#### Managing Partner, BioAgenda Programs

Ron is President of Mosaic Event Management. Founded in 1995, Mosaic has served corporate clients ranging from Apple and Bank of America to Nasdaq and the Wall Street Journal. Ron has lectured at San Francisco State University, and has served on boards that include the American Heart Association, and the UC San Francisco's AIDS Health Project. Ron holds a BS degree from the University of Minnesota and California State University, Sacramento in political science and international law.

“The themes of this new style conference are fresh and unlike those of the many biotech investment, management, research and clinical meetings we all attend. This gathering brings out intellectual debate among leading scientists, entrepreneurs, legislators, ethicists, and investors on the huge issues of innovation and responsibility that go with the biotechnology revolution.”

**- Brook Byers**

Partner, Kleiner Perkins Caufield & Byers

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BioAgenda welcomes underwriters, grantors and donors that support the BioAgenda mission to provide independent educational programs, analysis, and events. Supporters can underwrite the Institute in general or can support specific programs and events, including the BioAgenda Summit.

The BioAgenda Institute is a California Nonprofit Corporation; 501(c)3 status is pending. The institute works with BioAgenda Programs, LLC, which produces and manages BioAgenda events. BioAgenda events help support institute programs.

**Supporting the Summit and Events:**

We welcome your support as a Corporate Donor, Individual Donor, Summit Sponsor, Roundtable Sponsor, or a sponsor of a special event.

**Supporting Institute Projects and Studies:**

Help fund the institute's study on the biotech business model, GAPCures and other think-tank projects.

See the Back of this Brochure for Contact Details

“If the 21st century is to be the century of biology, we desperately need more conversations that bring together leaders in science, business, policy and ethics. BioAgenda is playing a key role in building this community.”

**- Tom Kalil**

Assistant to the Chancellor for Science & Technology, UC Berkeley; former science advisor to President Bill Clinton

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“I have a clear distinction about where society’s responsibility is and where that of the scientist is. And I can’t abide by society saying, ‘We’re afraid of what it might open the door to.’ On the other hand, once discoveries are made, their practical application does affect everybody and that is a legitimate place where society has a role in deciding.”

- **Paul Berg**, PhD, speaking at the BioAgenda 2004 Summit  
Professor Emeritus, Stanford University • Nobel Laureate

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