

## News Release

*For Immediate Release*

### **PLSG Releases Online Guide to Establishing a Startup Venture** *Video Collection Offers Step-by-Step Instruction and Guidance to Entrepreneurs*

PITTSBURGH (June 5, 2018)—The Pittsburgh Life Sciences Greenhouse (PLSG) has released a free online video guide to help new entrepreneurs through the practical, legal, and financial hurdles inherent in shepherding a technology through to successful commercialization.

The video, called “Capitalization of the Venture,” covers information including: Capitalization of the Company, Company Formation, Governance, Financing, and Company Exit. Each subject category is narrated, and clear examples with detailed information provide guidance.

“This new online guide, developed in partnership with one of our PLSG companies, MedRespond, and David S. Smith, Of Counsel, Pepper Hamilton, represents the latest practical tool to help life sciences entrepreneurs learn and prepare for the road ahead,” said PLSG President and CEO James F. Jordan. “It supports the PLSG’s mission of providing Knowledge, Connection, and Capital and is first in a series of new tools under development. We are proud to make it available to the entrepreneurial community.”

“A major part of our mission is to help life sciences entrepreneurs successfully take the commercialization journey. As stated in the video, having a great idea is just the beginning. You have to continue to test it, find resources to help refine and adjust the offering, conduct effective market research, develop prototypes, secure the necessary financing and establish the business properly with adequate protections in place. Only then can you enter the commercial market with the goal of becoming profitable and obtaining an exit,” explained Jordan.

Available in the Resource Hub of the PLSG website ([www.plsg.com](http://www.plsg.com)), the program also features a pre- and post-test to evaluate the effectiveness of the tool, along with a Frequently Asked Questions section, and a Glossary of commonly used terms to help visitors gain additional knowledge and perspective on the commercialization process.

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#### **About the Pittsburgh Life Sciences Greenhouse**

The Pittsburgh Life Sciences Greenhouse (PLSG) is a comprehensive life sciences economic development organization. We are dedicated to advancing life sciences in western PA by building on the region’s strengths in research, clinical care and life sciences entrepreneurship. We serve our community by providing knowledge, connection, and capital to help companies grow, create jobs, and improve the health of all humanity. For more information, please visit: [www.plsg.com](http://www.plsg.com).