Please join us as Dr. Eric Buckland presents:

**A Medical Device Startup Experience**

**Bio:**

Dr. Buckland's passion is to collaborate with innovative teams to bring new product to market that solves problems for their customers in unexpected ways. For over 30 years he has led diverse organizations and cultures in the commercialization of medical device and optical communications technologies. As founding CEO of ophthalmic imaging company Bioptigen, he successfully navigated the startup lifecycle from Duke University spin-out to exit and integrate into a Fortune 200 public company. Prior to Bioptigen, he held executive roles in new business development and R&D in multinational companies including Corning, Alcatel and Sumitomo Electric. He has been awarded two Frost & Sullivan awards for Innovation and Technology Leadership, and holds 60 US Patents. He earned his PhD in Optics from the University of Rochester Institute of Optics, and BS/MS in Physics from North Carolina State University. He currently serves on the North Carolina State University Physics Alumni Advisory and College of Sciences Foundation Boards.

**Abstract:**

Bioptigen was founded as a Duke University spinout in 2004, and sold to Leica Microsystems in 2015. Over the past 13 years, Bioptigen has established a reputation as a technology leader in ophthalmic Optical Coherence Tomography, commercializing innovative small animal imaging systems, the world's first handheld ophthalmic OCT system, the first OCT system explicitly cleared for use with newborn babies, and microscope mounted OCT for ophthalmic surgery. Bioptigen was angel funded, performed on $9M in SBIT grants, received 4 FDA 510(k) clearances, and was awarded more than 60 patents. The path to success was not linear, simple, or obvious. As the founding CEO, Dr. Buckland experienced the complete lifecycle of Bioptigen from academia to exit and integration within the Fortune 200 parent company (Danaher). He will explore this experience and lessons learned in issues of technology-push to market orientation, team development, intellectual property management, funding raising, and regulatory affairs. He will discuss what worked well, what worked not so well, and what might be done differently given a new opportunity. By way of conclusion, he will examine why startups are done and how the romance is put back into the experience.