Pathways

Marnie LaVigne, PhD
President & CEO

Accelerating entrepreneurial success.
My Path
### Timeline & Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>High School graduation – Go to UR</td>
</tr>
<tr>
<td>1984</td>
<td>Graduated UR – BS Neuroscience</td>
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<tr>
<td>1985</td>
<td><strong>Marriage</strong></td>
</tr>
<tr>
<td>1987</td>
<td>MS Clinical Psychology</td>
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<tr>
<td>1989</td>
<td><strong>1st Child</strong></td>
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<tr>
<td>1990</td>
<td>VA Hospital Full-Time Internship</td>
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<tr>
<td>1991</td>
<td>Graduate UR – PhD Clinical Psychology</td>
</tr>
<tr>
<td>1992</td>
<td><strong>2nd Child</strong></td>
</tr>
<tr>
<td>1992</td>
<td>University Teaching</td>
</tr>
<tr>
<td>1993-1999</td>
<td>Private sector, for profit - StartUp Businesses</td>
</tr>
<tr>
<td>1999-2003</td>
<td>Private sector, for profit – Established and Start-Ups</td>
</tr>
<tr>
<td>2003-2005</td>
<td>BuffLink, Private sector, nonprofit</td>
</tr>
<tr>
<td>2005-2014</td>
<td>University at Buffalo - Economic Development &amp; Workforce Development</td>
</tr>
<tr>
<td></td>
<td><strong>1st child married 2012, 1st grandchild 2013, 2nd grandchild 2015</strong></td>
</tr>
<tr>
<td>2014-present</td>
<td>Launch NY - Venture Development</td>
</tr>
</tbody>
</table>
Academia-Industry-Government Partnerships in Life Sciences
How to Create High-Growth Businesses

Innovation

Capital

Talent
A way for communities that do not have recent significant history or a critical mass of current venture-backed firms to pursue venture development as a way to transform their local economies through high-growth potential start-ups businesses.

Hallmarks of a VDO:
- Best practices and activities
- Business mentoring and early stage capital
- Preparation for venture-capital funding
- Goal: job and wealth creation

*http://en.wikipedia.org/wiki/Venture_Development*
Mission

To build job and wealth creation in our 27-county region of Upstate NY by supporting high-growth potential start-up businesses and building the entrepreneurial ecosystem.

Our Services

Entrepreneurial support, including mentoring, combined with venture capital access.
Our Team

Entrepreneurs-In-Residence

Board of Directors

David J. Colligan, Director, Chairperson
Jordan Levy, Director, Vice Chairperson
George Chamoun, Director
Zachary L. Shulman, Director
James M. Wadsworth, Director
Launch NY, continually makes vital connections throughout the Upstate NY Entrepreneurial Ecosystem.
## Client Portfolio Statistics

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # of startup companies supported to date</td>
<td>346</td>
</tr>
<tr>
<td>Total # of employees in supported companies</td>
<td>983</td>
</tr>
<tr>
<td>Minority owned businesses</td>
<td>63</td>
</tr>
<tr>
<td>Women owned businesses</td>
<td>31</td>
</tr>
<tr>
<td># of companies receiving investment funding</td>
<td>72</td>
</tr>
<tr>
<td>Total investment received by startup companies</td>
<td>$22,455,000</td>
</tr>
<tr>
<td>Average investment in companies receiving funds</td>
<td>$312,875</td>
</tr>
</tbody>
</table>
• Are you Headquartered in the 27 County Launch New York footprint?
• Does your business have High Growth Potential, defined as $10 + million top line annual revenue potential within 5-7 years?
• Do you have a business lead, who is coachable and will engage with Launch NY mentors for direction guided by the Business Model Canvas?
• Are you investable with an opportunity to exit (based on market and business lead willingness)?
Business Model Canvas

Who will help you?
KEY PARTNERS

How do you do it?
KEY ACTIVITIES

What do you do?
VALUE PROPOSITION

How do you interact?
CUSTOMER RELATIONSHIPS

Who do you help?
CUSTOMER SEGMENT

What do you need?
KEY RESOURCES

START HERE

How do you reach them?
DISTRIBUTION CHANNELS

What will it cost?
COST STRUCTURE

How much will you make?
REVENUE STREAM

Industry Sectors

- Advanced Manufacturing
- Consumer Goods & Services
- Mobile Technology
- Clean Energy
- Medical Devices
- IT, Web Technology
- Nanotechnology
- Life Sciences, Pharmaceuticals
A genetic testing company led by Anthony Johnson and Dr. Norma Nowak, who are headquartered in downtown Buffalo and now employ more than 25 people after a recent $1M+ raise assisted by Launch NY. www.empiregenomics.com

“As a nursing mother, I knew there had to be a better solution for women to treat their conditions without having to sacrifice mobility, quality of life and the healthiest way to nourish their children. Launch NY helped me to navigate the manufacturing and regulatory processes for bringing this solution to nursing moms everywhere, while setting the groundwork for growing this new business right here in my hometown. Now the product is selling in the market already.” -Rachel Jackson, Founder & CEO, Rachel’s Remedy, a medical device company, rachelsremedy.com
Chiral Technologies, Inc. Acquires Diffinity Genomics

WEST CHESTER, Pa. (August 4, 2015) – Chiral Technologies, part of DAEEL CORPORATION, the global market leader in enantioselective chromatography, is pleased to announce the acquisition of the assets of Diffinity Genomics® of West Henrietta, N.Y.

Diffinity Genomics has developed novel technology for the purification of nucleic acids, which formed the foundation for their products in DNA purification markets. The Diffinity RapidTip® technology provides a method for rapid purification of amplified DNA fragments from Polymerase Chain Reaction (PCR) in a single step.

"This innovative, patented purification technology from Diffinity was a perfect choice for our expansion in the bio-separation/purification marketplace," commented Joseph Barendt, Ph.D., CEO of Chiral Technologies, Inc.

As a new business unit of Chiral Technologies, Diffinity’s product portfolio demonstrates Chiral Technologies’ commitment to providing the health sciences industry with innovative separation technologies and ensures our customers will have access to new opportunities in DNA purification.

Joseph Marsaco, Ph.D., CEO of Diffinity Genomics, stated: "We are very pleased to become part of Chiral Technologies. We are confident that this is an ideal fit with Chiral Technologies as a multinational development partner to commercialize Diffinity’s unique technologies."

Mike Riedlager, one of Diffinity’s co-founders and board member, stated: "We’d like to express our thanks to Dr. Joseph Marsaco for all of his contributions to the company since he joined in 2012. As CEO, he played a critical role in finding the right partner and then managing the acquisition and operation of the company to its successful outcome.

Upon the successful completion of the acquisition, Dr. Marsaco will leave Diffinity Genomics to pursue other interests.

About Chiral Technologies, Inc.

Chiral Technologies, the global leader in enantioselective chromatography, serves pharmaceutical and other life science industries and offers the largest portfolio of chiral stationary phases (CSPs) and analytical and preparative chiral columns for the separation of racemic mixtures into single enantiomers. The company also provides analytical method development and custom separation services.

About Diffinity Genomics

Diffinity Genomics is a Western NY life sciences company with technologies that enable the development of single-use disposable products for medical, industrial and research applications in DNA purification markets.
Thank you!

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716-881-7576

www.launchny.org

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