



## Stanford eCorner

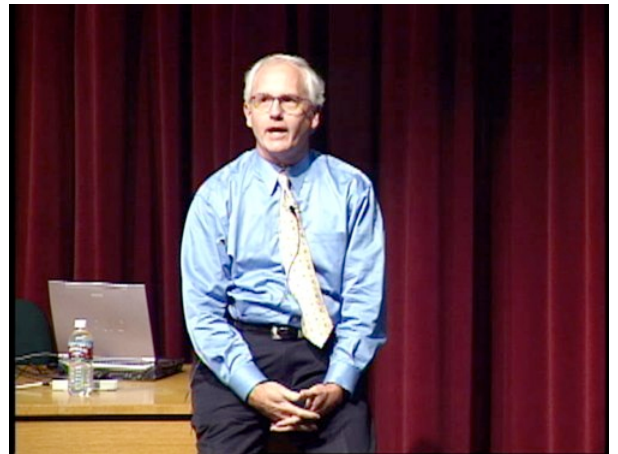
### Biotech Bay: The Other Silicon Valley

Paul Yock, *Stanford University*

January 22, 2003

Video URL: <http://ecorner.stanford.edu/videos/438/Biotech-Bay-The-Other-Silicon-Valley>

Yock talks about the Biotech bay - the other Silicon Valley, and how the products offered are based on the science of genetics. Medtech focuses on instruments, equipments, and is not a trivial market sector, he says. The Bay has titans like J&J Guidant, and Boston scientific, for example. There is significant start up funding into the Medtech sector. Half to two thirds of venture funding for Medtech goes into Northern California, he adds.



#### Transcript

And so part of a subtext what I want to talk to you about is the other Silicon Valley - Biotech Bay. We have this extraordinarily powerful engine of biomedical companies in the Bay Area. Some were the hardware and software industry. You're aware of this in general. What I'd like to give you a flavor for is some specifics where Mike Ross has touched a little bit. First of all, by way of some clarification anybody - who's in the School of Engineering in the audience here, raise your hands? School of Medicine? OK, so a few medical people. When we talked about Biotech, there's an obvious point but just to be clear. So we're talking about products that are based on the science of genetics, molecular, cellular biology, maybe equipment having to do with that. Medtech, which is what I'm going to focus on, sort of the sector I'll be talking about, is instruments, equipment, therapeutic devices including surgical devices so Gizmology, applied Gizmology, and it's not a trivia market sector. So locally, we have a couple of, at least, branches.

I've a couple of the titans of the medical device industry - Johnson & Johnson has a big branch out here; Guidant; Boston Scientific; Medtronic and even if you look at startup funding in the depressed environment that we have here, as I've highlighted, not a bad infusion of venture capital into the Medtech sector compared to some of the other things you're most to hearing about or thinking about. And again, there's a pretty profound regional advantage, to borrow Chuck Senian's term, somewhere between half and two thirds of the venture funding for Medtech goes into Northern California, so we really have a profound engine around here.