



Wilson Sonsini Goodrich & Rosati

Business Advisory Practice

Wilson Sonsini Goodrich & Rosati offers a unique service to entrepreneurs and emerging growth stage life science companies. Many new entrepreneurs can use an experienced and trusted advisor to bounce ideas off of, to give candid feedback about a pitch deck, to ask if the funding offer is reasonable and much more. Matt and Kathy can help a company navigate these early, challenging days by giving a perspective that is based on past transactions and extensive experience in industry. We can discuss “norms” and “best practices” so that entrepreneurs can understand the factors and parameters that go into building a successful, world-class company, not just a ho-hum organization. With the backing of experience attorneys who can answer legal questions, the Business Advisory Practice provides business advice that makes sense, is practical and can help a company grow with confidence.

Practice Lead Bios

Katharine "Kathy" Ku is the chief licensing advisor in the Palo Alto office of Wilson Sonsini Goodrich & Rosati. She is also a member of the technology transactions and the patents and innovations practice groups.

Kathy served as the Executive Director of Stanford University's Office of Technology Licensing (OTL) for 27 years. During that period, OTL licensed out hundreds of new technologies, bringing in \$1.8 billion, most of which went back to support research and education at Stanford. Because Stanford's OTL licensed many start-ups, including Google, Tableau, iRhythm, she understands the challenges of building a successful company through a robust intellectual property portfolio.

Kathy served as President of the Association of University Technology Managers. She also spearheaded the development and implementation of nine principles related to university technology licensing. The principles are set forth in document entitled "In the Public Interest: Nine Points to Consider in Licensing University Technology." More than 120 institutions have adopted the principles since they were published in 2007.

Matthew J. Meyer is chief client corporate development advisor in the life sciences practice of Wilson Sonsini Goodrich & Rosati. Based in San Francisco, Matthew leads the firm's life science business advisory practice—a newly formed, innovative resource aimed at providing start-up and emerging life sciences companies with business insights, capabilities, and strategies to help them thrive and address some of their most challenging issues.

Matthew is an experienced executive and corporate attorney who has held diverse roles of increasing responsibility across a wide range of private and public biopharma, medtech, and precision medicine companies from start-ups to Fortune 50 in the U.S. and Europe, including Pfizer, Novartis, and CareDx. His leadership capabilities include delivery of strong commercial results, structuring and executing partnering transactions across the product life cycle, raising debt and equity capital in the private and public markets, and working with founders, management teams, and boards to address complex business issues to support rapid growth.

Prior to joining WSGR, Matthew was managing director of Allwell Life Science Advisors, a boutique life science advisory firm focused on biotech start-ups and emerging growth companies. Previously, he was senior vice president of corporate development at Counsyl, a venture and private equity-backed personalized medicine company that was acquired by Myriad Genetics in 2018 for \$375 million.

About the Firm

Wilson Sonsini Goodrich & Rosati is the premier legal advisor to technology, life sciences, and growth enterprises worldwide, as well as the venture firms, private equity firms, and investment banks that finance them. We represent companies from entrepreneurial start-ups to multibillion-dollar global corporations at every stage of development. The firm's attorneys collaborate across a comprehensive range of practice areas and industry groups to help the management, boards of directors, shareholders, and in-house counsel of our clients address their most pressing challenges and pursue their most promising opportunities.

The firm is nationally recognized for providing high-quality services to address the legal solutions required by its enterprise and financial institution clients. Our services include corporate law and governance, public and private offerings of equity and debt securities, mergers and acquisitions, securities class action litigation, intellectual property litigation, antitrust counseling and litigation, joint ventures and strategic alliances, technology licensing and other intellectual property transactions, tax, and employee benefits and employment law, among other areas.

Our clients are companies and other entities that compete in rapidly developing and innovative industries, including the biotech, communications, digital media, energy, financial services, medical devices, software and other sectors.

Wilson Sonsini Goodrich & Rosati has offices in Austin; Beijing; Boston; Brussels; Hong Kong; London; Los Angeles; New York; Palo Alto; San Diego; San Francisco; Seattle; Shanghai; Washington, D.C.; and Wilmington, DE.