

## Steve St. Pierre's One Minute Confidence ("C") Tip

**The C Tip** is an insight that will inspire, educate and/or make us think about our lives differently. Give yourself a gift of the next minute to enjoy this message. (If you get something out of it...share it by forwarding to someone you care about.)

---

November 27<sup>th</sup>, 2014

*How They Did It: Billion Dollar Insights from the Heart of America:* Bill Gantz <sup>i</sup>

Bill Gantz went from being president of Baxter Corporation, a \$40 billion company, to launching Pathogenesis and Ovation, two biotechnology startups. Ovation sold for \$900 million. Currently, Gantz is positioned to coach former corporate managers seeking to start their own companies.

### Beginnings:

When Bill Gantz saw people going into biotechnology and successfully developing and creating companies, he decided it was time for him to take a shot at it too. He had an idea for a product that would cure cystic fibrosis, got introduced to some wealthy families that liked the idea, and put together "the second largest seed round ever raised in the biotech industry" (52).

Bill Gates was very interested in biotechnology and became an investor, along with the mix of VC and wealthy families and some fellow entrepreneurs who had been successful. From there, Gantz was able to attract management – the ex-CEO of Merck, the ex-CEO of Upjohn, and the ex-president of Eli Lilly.

### Struggles:

The first product failed to work. It was the "perfect drug", but it didn't work. Luckily, from working with the Cystic Fibrosis Foundation, Gantz had a Plan B which gave him ownership of a drug that did work really well before knowing that his other drug had failed. It saved the company.

### Success:

Gantz suggests to stick with opportunities that arise. "Be sure you remain focused on a strategy and a program. Make sure you recruit people who are experienced and have the same passion for what you're trying to do. And if you can, make sure you have solid funding." In pharmaceuticals, you need a lot of funding to develop products. Gantz' funding allowed him to work on his product.

**Next week: Jim Gray of *optionsXpress (OXPS)*, Illinois**

### Quote:

"The last thing an entrepreneur wants when starting a business is to lose momentum." – Bill Gantz

Confidently yours,

Steve

Steven F. St. Pierre, CPA, CFP®, MSA  
Financial Advisor  
LPL Financial  
500 Commercial Street  
Manchester, NH 03101  
P#[\(603\)669-1999](tel:(603)669-1999)  
F#[\(603\)668-1999](tel:(603)668-1999)  
[steve@sfspllc.com](mailto:steve@sfspllc.com)

[www.FinancialAdvisorNH.com](http://www.FinancialAdvisorNH.com)

**We help create confident futures!**

---

*How They Did It* is a book of inspiration, ideas, and advice from 45 success stories cultivated by Robert Jordan. Jordan has been growing and launching companies for 20 years, and was listed on *Inc. Magazine's* 500 list of fastest growing companies for his first company, *Online Access*. Jordan spent four years gathering and interviewing successful company founders, who describe their failures and reveal their secrets to success. (Northbrook, IL: RedFlash Press, 2010). Robert Jordan is not affiliated with LPL Financial.

Registered representative with and securities are offered through LPL Financial, member FINRA/SIPC.