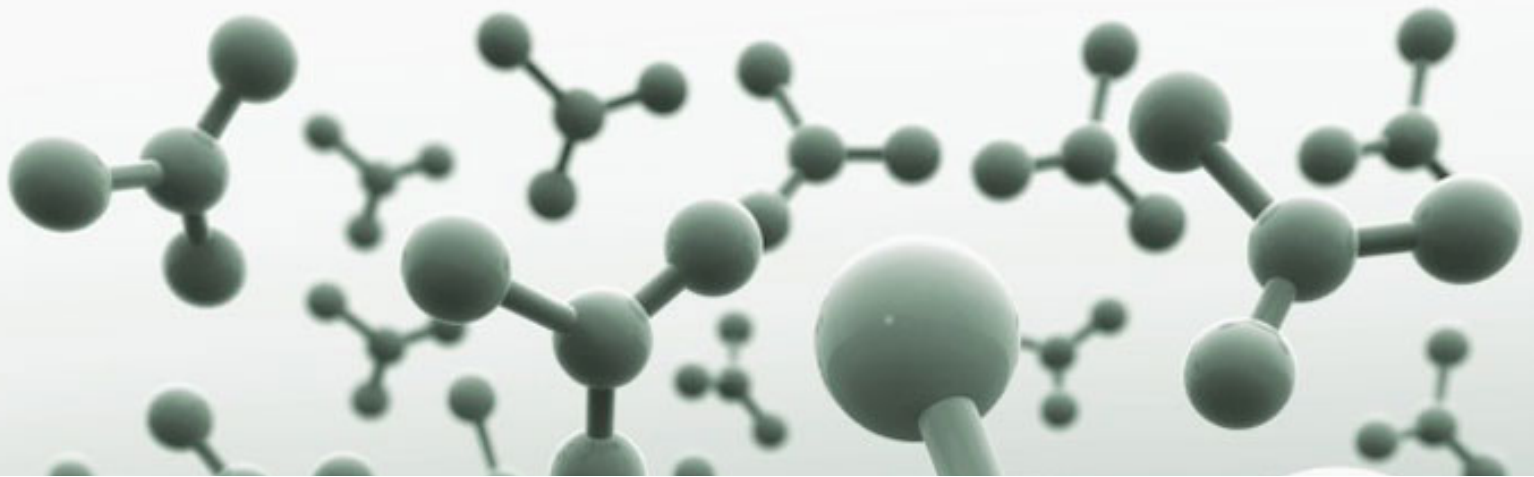


# TRX DRUG DEVELOPMENT BOOT CAMP



## Session 1: *Market Analysis & Competitive Analysis*

**Lorraine Marchand, MBA**

*Co-founder and Managing Partner, Centricity Health LLC*

The first session of the TRx Boot Camp will include a presentation on methods to identify an addressable market, understanding the competitive landscape and how these features differ for rare disease indications.

**Monday, January 23, 2017**

**4:00 - 6:00p**

Irving Institute Educational Center Classroom (PH-10-405)  
622 West 168 Street, Floor 10, Room 405, NYC 10032

*Light refreshments will be provided*

Register to attend: <https://events.columbia.edu/go/trxbootcamp1>