
Stanford Presentation

Roche Diabetes Care Incubator

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Introduction

- Sebastiaan la Bastide
- Born and raised in the Netherlands
- Education:
 - Msc. Mechanical Engineering, Delft University of Technology
 - MBA, IESE, Barcelona, Spain

Work History:

- Philips Research Labs (1994–1995)
- Origin / ASML (1995 – 2000)
- Roche Diabetes Care
 - Project Leader (2002 – 2003, Germany)
 - Strategic Planning & Program Manager (2003 – 2007, Switzerland)
 - Head of New Concept Incubator (2007 – today, California)

Roche Group – structure

Pharmaceuticals

Roche
Pharma



Genentech



Chugai



Diagnostics

Roche
Applied
Science



Roche
Molecular
Diagnostics



Roche
Professional
Diagnostics



Roche
Tissue
Diagnostics



Roche
Diabetes
Care



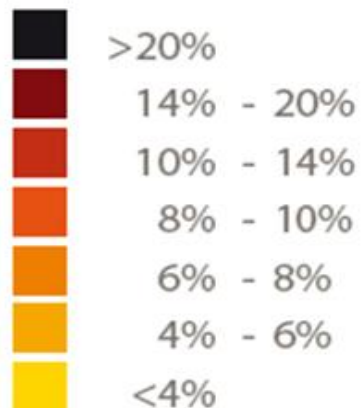
Diabetes Care Incubator

Diabetes – the Epidemic of the 21st Century

1 out of 14 adults will have diabetes in 2025

2007: 194 million people

2025: 333 million people



Every **10 seconds**:

- Two people develop Diabetes
- One person dies from Diabetes related causes

What is Incubation...?

incubation (plural incubations)

- Sitting on eggs for the purpose of **hatching young**; a brooding on, or keeping warm, to **develop the life within, by any process**.
- (*pathology*) The development of a **disease** from its **causes**, or its period of incubation. (See below.)
- Sleeping in a temple or other **holy place** in order to have **oracular dreams**.

-- <http://en.wiktionary.org/wiki/incubation>

Diabetes Care Incubator– Palo Alto

- **Mission:** identify new growth opportunities for Roche Diabetes Care
 - Outside of focus Core Business
 - Global focus
 - “Internal startup”
- **Group:** 15 people
 - Diverse backgrounds and experience
 - Engineering, Science, Medical, Marketing, Design & Business
- **Focus:** early stage ideas and business opportunities, Type 2 Diabetes
 - Internal
 - External: partnerships