



BENCH INTERNATIONAL

EXECUTIVE TALENT FOR LIFE SCIENCES SINCE 1974

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Drought in the LA “LifeSciences” Basin

- Geography (regionalized, huge area)
- Resources (universities not prolific, few VCs)
- Infrastructure (diffuse, no critical mass)
- Competition (SF, SD, VC pressure)
- Costs (housing)
- Image (movies, traffic, cement)



Filling the Basin

What companies can do

- Geography – pick location carefully, seeing is believing
- Resources – highlight the successes
- Infrastructure – create the community and participate in it
- Competition – community support
- Costs – its expensive, but share the burden
- Image – get candidate to see geography



LA Basin to LA Fountain

What companies can do

- Infrastructure – Keeping them is easier (there are few alternatives)
 - Either be very successful or help establish the community
- Costs – relocation packages that
 - Extend temporary housing terms
 - Cover duplicate mortgages
 - Cover mortgage buy-down points
 - Loans
 - Have prolonged pay-back terms
- Geography – they **MUST** be in LA, commuting won't work

