



CUHK Business School  
The Chinese University of Hong Kong

## PUBLIC LECTURE

# Can Financial Engineering Cure Cancer?: New Business Models for Funding Biomedical Innovation



## Professor Andrew LO

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### ABSTRACT

Funding for biomedical innovation has been declining at the same time that medical breakthroughs seem to be occurring at ever increasing rates. One explanation for this counterintuitive trend is that increasing scientific knowledge can actually lead to greater economic risk for investors in the life sciences. While the impact of the Human Genome Project, high-throughput screening, and genetic biomarkers has been tremendously positive for clinicians and their patients, it has also increased the cost and complexity of the drug and device development process, causing investors to shift their assets to more attractive investment opportunities. In this talk, Prof. Lo will describe how new business models and financing strategies -- portfolio theory, public/private partnerships, risk analytics, and other tools of modern finance -- can be used to reduce the risk and increase the attractiveness of biomedical innovation so as bring new therapies to patients faster.



Free Registration at  
<https://goo.gl/EMQwSq>

**18 APRIL 2018 (WED)**  
**4:30 P.M. - 6:15 P.M.**  
**LT7, LEE SHAU KEE BLDG, CUHK**

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 YouTube



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