

**Connecting** Products, Services & Capital

# Preparing for the Innovator's Pitch Challenge

Claire Jeong VP of Investor Research, Asia Business Development c.jeong@lifesciencenation.com

**Candice He** VP of Business Development, Global Investment Strategist <u>c.he@lifesciencenation.com</u>





- Life Science Nation (LSN) Introduction
- RESI Innovator's Pitch Challenge (IPC) Overview
- What Makes a Good Application?: Tips on Pitch Materials
- Preparing for Investor Questions







10,000+ early-stage life science investors representing serval thousands investment

#### **BUSINESS DEVELOPMENT DATABASE**

60,000 emerging biotech, medtech, diagnostics and healthcare IT companies

#### FOCUS ON CURES ACCELERATOR

- Branding & Messaging ٠
- Fundraising Workshop ٠
- Sourcing & Ranking Service

#### **GLOBAL ROADSHOW PREP COURSE**

A hands-on, comprehensive, one-day course designed to set up the early-stage life science executive for success as they conduct their global fundraise.



www.lifesciencenation.com



# **RESI Investors**

Connecting Products, Services & Capital

PANACEA VENTURES	PANGAEA	PLUGANDPLAY	Takeda	紅日时业集团 CHASE SUN	TOSOH USA, INC.	Agilent Trusted Answers	AMBIT HEALTH Ventures	Angels • santé	BAYMED	Caelus Capital Partners	Daikhi-Sankyo	& VC23	BridgeBio
V E N T U R E S	LUNICORN CAPITAL PARTNERS	VI Ventures		<b>G</b>	ACCELERATOR	Digital Networks PLC		Eisai	Lilly	FastVentures	FORTRESS	\$ <b>P 8</b> C E V C <sup></sup>	
Advent France Biotechnology		ARCH Venture Partners	ARKIN HOLDINGS	ALUMNI VENTURES GROUP	ਝ Banner Health.	Johmon-Johmon Innovation - JLABS -	novo nordisk"	🔀 KARISTA	LIFE SCIENCE ANGELS" Investory For Life	Mectronic Further, Together		MIT Alumni Angels of Boston	DANA
<sup>®</sup> Biogen.	BIOHEALTH TO CAPITAL DO Advecting Science Accelerating Intervation	CATALYST HEALTH VENTURES	C   T   I Fonds CTI Sciences de la Vie CTI Life Sciences Fund	FRESENIUS MEDICAL CARE Ventures	EalthQuest	MESA VERDE	MABA	Life Science Ventures	GRANGE GROVE BIO	AstraZeneca		nanosonics	<b>⑥</b> 誤語 BINMAI WEALTH
HELICASE	Ґ інм∙двл	illumina 🐠 VENTURES*	SOCIETY SOCIETY Manage traces as to charge	VENTURES	<b>MEDEON</b>	PANAKÈS PARTNERS		PHARMA CAPITAL PARTNERS	Providence Ventures	TRICOLOUR VENTURE FUND	* Eservier	Astellas	
wwc	MITSUI GLOBAL INVESTMENT	MYELOMA INVESTMENT FUND	Northpond Ventures	<b>OSF</b> HEALTHCARE	Otsuka	$\tau/{T_{au} \over Ventures}$	The Mark Foundation" for Cancer Research	Third Act Ventures	BOSTON	VIDA ventures	ACTION POTENTIAL VENTURE CAPITAL	CoolEye Partners	bioqube
Prime Movers Lab	REMIGES	SPIKE VENTURES	springhood	TAIHO VENTURES, LLC	THUJA Healthcare Investors	AMANA GLOBAL PARINES	Aphelion Capital	BAC	Baker & Eastlack Ventures	Beacon Angels	BERNINA	FoxHill Asset Management	PROFOUND
TVM Capital	Pentac Capital	Vista Capital Advisors		SDIC 🦛 国投创业	abbvie	BioMap am±44	<b>Bios</b> Partners	DELOSCAPITAL	EA Pharma Co., Ltd.	Epstein Enterprises	FALCON EDGE CAPITAL	Boehringer Ingelheim	andera
SIEMENS Healthineers	▶pogee Ventures	SANOFI 🎝		BVCF	INTUITIVE surgical®	Good Health Capital	RI-LANA S		IMAGING ARTS	KENSINGTON	KICKER	Emerson Collective	Lonza
415 CAPITAL	Pharma	比翼資本 BE CAPITAL	<b>BUTTON</b> CAPITAL	HiMed Angle Fund Management Co	Genesys Capital	KLUS PHARMA	Kurma Partners	<u>∭</u> Luminous Ventures	LYFE Capital	Medical Incubator Japan	MATEC Madrial Technology Energies Consortium	MDG Biopharm	Serial Angel Investor
DHVC				P canaan partners	PARKINSON'S <sup>IK</sup> CHANGE ATTITUDES. FIND A CURE. JOIN US.		Qh		PHOTON 读 FUND 光量资本	PREVAIL	Saisei	QUÂN.	SAHEAL
< ProMedica	GFC	SAHEAL	<b>Bioldeations</b>	DYNAMK	Debiopharm Group"	SandHill Angels	springhood	Renaissance Group	TrueWealth		XERAYA	Teikoku Pharma USA	BITS×BITES
SHANGBAY CAPITAL	BioAdvance		HIKMAVentures	MEDA ANGELS	<u> </u>	6 Dimensions Capital	ANPAC BIO	Arrivo	CR VENTURES	DEEPSTREAM GLOBAL MANAGEMENT	EXELI <mark>X</mark> IS <sup>-</sup>	<i>iglobe</i> partners	🏶 Cydan
ESCO X	· お商局资本 CRIMA MERCHANTS CAPITAL	EARLYBIRD		Goæd news	() GE Healthcare	X FemHealth Ventures	FORUM	LB≡BWVC	Lifespan Investments	MCKESSON Empowering Healthcare	Millhouse		CONTENUUM
	DEFTR 🧍 PRATOERS	Boston Harbor Angels	Edelman Family Office	Kansas 75 Years	INHEALTH		RSJ					And I	/lore

© 2022 by Life Science Nation



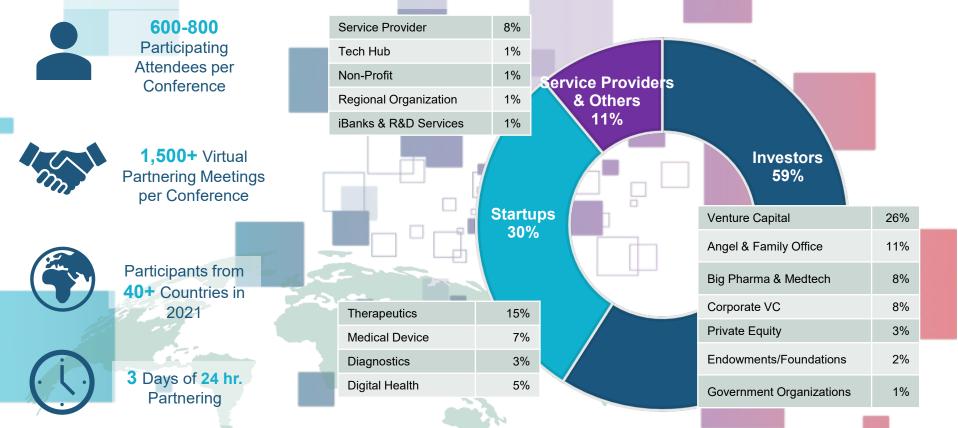
www.lifesciencenation.com



# Virtual Conference Demographics

Connecting Products, Services & Capital

Over the past decade, **300+** companies have raised **\$400M+** through **35+** RESI conferences.



**2021 ATTENDEE PROFILES** 

© 2022 by Life Science Nation



www.lifesciencenation.com



# **Digital RESI Agenda**

	Tuesday		Thursday	
10AM EST	Innovator's Pitch Challenge #1	Mental & Behavioral Health Panel	Innovator's Pitch Challenge #8	
TUAIVI EST	innovator s Fitch Challenge #1	Innovator's Pitch Challenge #5		
11AM EST	Early-Stage Therapeutics Panel	Age-Tech Devices Panel	Precision Medicine Panel	
12PM EST	Entrepreneur Workshop	Entrepreneur Workshop	Entrepreneur Workshop	
1PM EST	Innovator's Ditch Challongo #2	Innovator's Ditch Challongo #6	Cell & Gene Therapy Panel	
IFINIEST	Innovator's Pitch Challenge #2	Innovator's Pitch Challenge #6	Innovator's Pitch Challenge #9	
2PM EST	2PM EST Longevity, Health & Wellness Panel		Defining AI Investment Panel	
3PM EST	Seed Funds Panel	AI Drug Discovery &	Innovator's Pitch Challenge #10	
	Innovator's Pitch Challenge #3	Development Panel		
4PM EST Tales from the Road: AI Innovators on their Fundraising Journey		Tales from the Road: Biotech and MedTech Innovators on their Fundraising Journey	Tales from the Road: Age- Tech Innovators on their Fundraising Journey	
5PM EST Innovator's Pitch Challenge #4		Innovator's Pitch Challenge #7	Innovator's Pitch Challenge #11	

And More...





# Innovator's Pitch Challenge (IPC)

#### Why participate?

- Increased visibility for your company
- Logo featured on Live Agenda
- Finalists and winners announced in LSN newsletter (50k + readership)
- Connection with live session investor judges

Is this email not displaying correctly? View it in your browser							
Life Science Nation Newsletter   January 20, 2022   Issue 453							
LIFE SCIENCE NATION NEXT PHASE							
The LSN Story   Investor Database   Business Development Database   Fundraising Consulting							
HOT Life Science Investor Mandates (Jan. 13 - Jan. 19)	Digital RESI JPM Winners						
VC With Europe	By Megan Rychwa, Investor Research Analyst, LSN						
Headquarters Invests Up to \$20M in Digital Health Companies with Utility for Both Payers and Providers Venture and Growth	Last week, Life Science Nation wrapped up its secon Digital RESI JPM and the first Innovators Pitch Chalk (IPC) of the year. As we prepare for Digital RESI Mar we wanted to take this opportunity to announce and celebrate the winners of Digital RESI JPM IPCI						
Equity Firm Invests Up to \$15M in USA or Europe-Based Medical Device and Digital Health Companies with Strong Clinical Data	Learn more about the winners below and how their technology is making a difference in the early-stage life science ecosystem. The winners are picked by the votes cast from RESI attendees with exclusive access to the live IPC session and dedicated company landing pages and pitch materials. The IPC returns March 22-24. Eligible startups can apply until Friday, February 25. All qualifying finalists must purchase a Digital RESI March registration and pay a \$800 pitch fee. We accept applications on a rolling basis, so <u>get yours in today</u> <b>Read More</b>						
VC/PE Firm Seeks Commercial Stage Medtech, Life Science Tools, Healthcare Services and More, Typically Invests \$10-40M with USA Focus							
<u>Early-Stage Fund</u> <u>Backed By Major</u> Chinese Companies	Apply Innovator's Pitch Challenge						
Seeks Therapeutics, Devices, and Diagnostics Investment	Digital RESI JPM 2022 IPC Winners						
Opportunities With China Market Potential	1st Place <u>Amplified</u> <u>Sciences</u>	2nd Place <u>OncoXome</u>	3rd Place <u>Prolifagen</u>				
Digital RESI JPM Winners Read More Digital RESI March	Amplikied sciences	OncoXome	Prolifagen lifeagain				
Agenda							





# Innovator's Pitch Challenge (IPC)

Connecting Products, Services & Capital

#### **IPC Format is Unique**

- Dedicated landing page, including a prerecorded 4-minute pitch video
- Companies are grouped based on similar sector/technology
- Live Q&A session with panel of 5-7 relevant investor judges
- Post-session connection with the judges via e-mail







- Pitch deck
- Executive summary
- 4-minute pitch video

**IPC Dedicated Page** 

Contact information

### **Additional Materials (If Appropriate)**

- Detailed image/demo of product
- For products that are OTM, testimonials

Neurovine Encustion Recovery Macked by Science http://www.reurovine.at/ Ablegid Menarovine.at/ Ablegid Menarovine.at/ Welcome to Neurovine, where consisten research is menging with accessible technologic for the fost time. Our bidel is plut returning to normal life after a concusion down need to be difficult to understand. Wore here to give patients control over their com recovery.	A CONTRACTOR OF THE CONTRACTOR			
Pitch Video	Executive Summary			
HurvinePich Hurvi	<section-header><section-header><section-header><section-header><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></section-header></section-header></section-header></section-header>			
PUSHING THE BOUNDARIES OF BRAIN SCIENCE.	Name         Name           Rest         1000000000000000000000000000000000000			



Connecting

& Capital

Products, Services

NEUPOVINE



# **IPC Live Q&A Session**

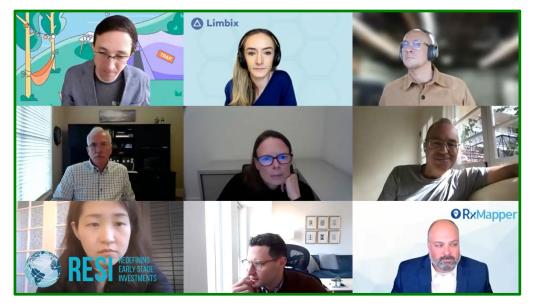
Connecting Products, Services & Capital

#### Know the format!

#### For the IPC Live Q&A Session, each company gets a

#### 1-minute elevator pitch, followed by 8-9 minutes of Q&A

- Investor judges are instructed to review pitch videos and materials prior to the session
- We recommend no slides better engagement with the panel
- Make sure to practice your pitch! <u>Any time over 1 minute</u> gets deducted from your Q&A time
- Prepare for the investor questions







IPC

# Innovator's Pitch Challenge (IPC)

Application Due Friday (2/25)	Are you affiliated with any tech hub, accelerator, or regional organization?	Do you incorporate significant application of artificial intelligence (AI), machine learning (ML), natural language processing (NLP), etc? * Ves No
	Company Website	
<b>DIGITAL RESI MARCH</b> MARCH 22-24, 2022   RESICONFERENCE.COM INVESTMENTS	Company Type *	Therapeutics Stage of Development          v         Medical Device or Diagnostic Stage of Development         v
Created & Produced by Title Sponsors	Cardiovascular  Diseases of the Ear  Diseases of the Eye  Diseases of the Nervous System  Endocrine, Nutritional & Metabolic Disease	Digital Health or R&D/Manufacturing Services Stage of Development
Digital RESI March 2022: Innovator's Pitch Challenge (IPC) Application	Arabitation of the device	Company Description *
Thank you for your interest in participating in the <b>Innovator's Pitch Challenge (IPC)</b> for our <b>3-Day</b> Digital RESI March Conference, March 22-24th, 2022. Please complete the below form as accurately as possible. The submission deadline is <b>Friday</b> , February 25th, 2022.	Do you incorporate significant application of artificial intelligence (AI), machine learning (ML), natural language processing (NLP), etc? * Yes No	Logo * Browse Files
Applications are accepted on a first-come, first-served basis. <u>As spaces are limited, we highly recommend that you submit your application ASAP</u> If you have any questions about the application form, please contact the RESI team at <u>RESI@lifesciencenation.com</u> .	Therapeutics Stage of Development  Medical Device or Diagnostic Stage of Development	Pitch Deck * Browse Files Executive Summary *
Name *	Digital Health or R&D/Manufacturing Services Stage of Development	Browse Files
Email * example@example.com	Company Description *	Save Submit
Job Title *	https://resiconfere	nce.com/pitch-challenge





# **IPC: What Makes a Good Application?**

Connecting Products, Services & Capital

### Overview

- Not only on scientific merit, but also "investor-readiness"
- High unmet need using a differentiable novel approach or target
- Broad IP position
- Positive data to date
- Experienced management team with top-tier advisors
- Strategic alliances with manufacturing and clinical partners
- "Investor-ready" marketing material (pitch deck, website, etc.)





### **Messaging Tips 1**

#### Clearly describe your technology

- Be sure to understand and answer the questions fully
- Instead of saying "My company has a proprietary treatment for many critical illnesses", it would be much clearer to say, "We are developing an IND-ready small molecule asset for breast cancer by activating natural killer cells."

#### • Be realistic with your answers

- Know your competitors
- Novel products typically do have competitor's products that precede them
- Highlight how your technology differentiates itself from competitors





## Messaging Tips 2

- Explain Your Current Company Status in Detail
  - Outline your current status
  - Provide your view of the strategic direction of your company
  - Example
    - Avoid ambiguous statements, "CEO is an experienced entrepreneur"
    - Provide details that highlight the CEO's experience years as an entrepreneur, number and names of companies exited, background expertise, etc.







### Messaging Tips 3

- Summarize Near-term and Long-term Strategy
  - State your current standing and provide what steps you are currently taking to reach the milestone
  - Summarize key relationships focus on KOLs, medical centers, big pharma, and clinical and manufacturing partners
  - If no issued patents state how many patent applications you have filed or are planning to file.
  - Providing strategy is better than a simple yes or no answer

## Messaging Tips 4

#### Provide Enough Information But Don't Go Overboard

- A paragraph or two should be enough for your "Company Description"
- Your pitch deck and executive summary should complete your application and address the issues discussed above



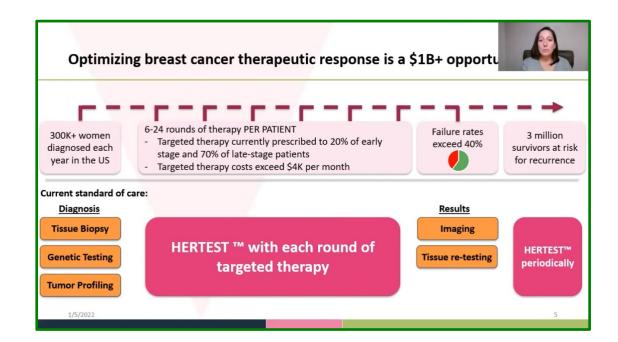


# **4-Minute Pitch Video**

- Unmet Need
- Technology Overview
- Differentiation / Competitive Landscape
- Milestones Achieved
- Choose one theme to highlight about

#### your company

- Management team
- KOLs
- Funding to date, grants, etc.
- Addressable market







### **Potential topics could include:**

## Technology

- More info on product/how it addresses market need
- Validating data/milestones achieved
- Other applications for technology/applicable market segments

### Market/Competition

- Specific market size (i.e. don't just say 'cancer')
- Barriers to entry
- Competitive landscape current standard-of-care and other technologies in development





Connecting Products, Services & Capital

### **Regulatory/Reimbursement**

- Are either needed?
- Path to achievement

## **Fundraising Plan/Path to Exit**

- Use of funds/milestones you will achieve
- Acquisition, in-house sales or IPO?

## **Management Team**

- Experience/expertise in the field
- Any KOLs involved?





#### Life Science Nation, LLC

Boston, MA 02108

www.lifesciencenation.com

RESI@lifesciencenation.com

