



LIFE SCIENCE NATION

Connecting Products, Services & Capital

Preparing for the Innovator's Pitch Challenge

Claire Jeong

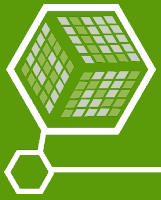
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Agenda

*Connecting
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- 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



INVESTOR DATABASE

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

BUSINESS DEVELOPMENT DATABASE

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

FOCUS ON CURES ACCELERATOR

- Branding & Messaging
- Fundraising Workshop
- 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.

RESI Partnering Week



RESI

REDEFINING
EARLY STAGE
INVESTMENTS



1,200+
Participating
Attendees



2,500-3500+
Virtual Partnering
Meetings



Participants from
5 Continents



3 days of
uninterrupted
partnering

RESI Conference Series 2022

Digital RESI JPM 3-Day Conference	Jan 11-13
Digital RESI 3-Day Conference	Mar 22-24
RESI San Diego	Jun 14-16
RESI Boston	Sep 20-22
RESI Asia	Nov 15-17





RESI Investors

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Virtual Conference Demographics

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



600-800
Participating
Attendees per
Conference



1,500+ Virtual
Partnering Meetings
per Conference



Participants from
40+ Countries in
2021

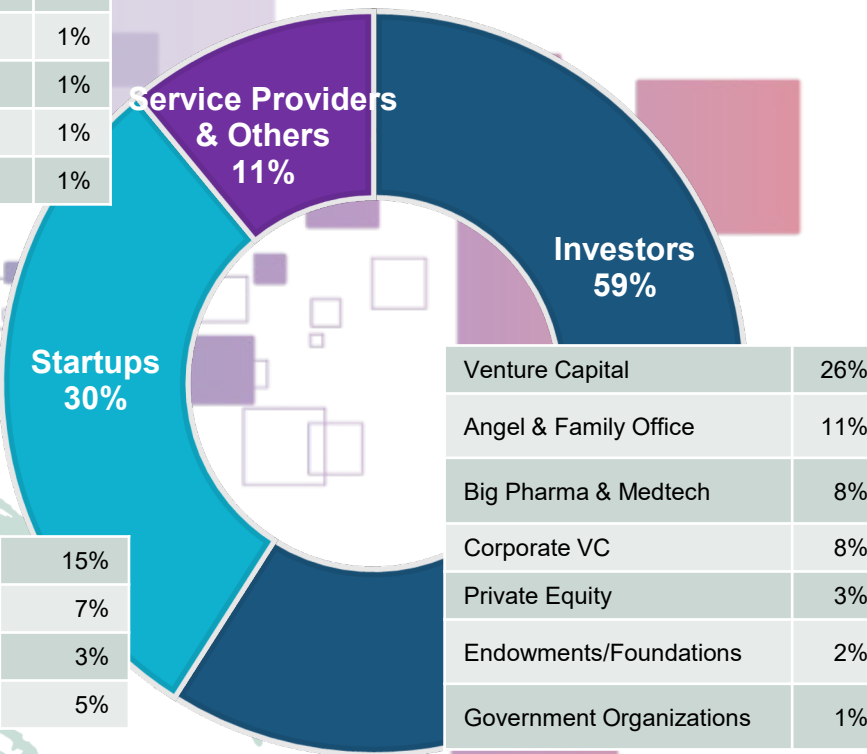


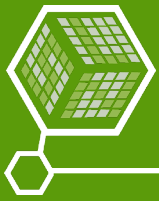
3 Days of 24 hr.
Partnering

2021 ATTENDEE PROFILES

Service Provider	8%
Tech Hub	1%
Non-Profit	1%
Regional Organization	1%
iBanks & R&D Services	1%




Therapeutics	15%
Medical Device	7%
Diagnostics	3%
Digital Health	5%



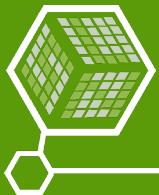


Digital RESI Agenda

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	Tuesday	Wednesday	Thursday
	All-Day Partnering		
10AM EST	Innovator's Pitch Challenge #1	Mental & Behavioral Health Panel Innovator's Pitch Challenge #5	Innovator's Pitch Challenge #8
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 Pitch Challenge #2	Innovator's Pitch Challenge #6	Cell & Gene Therapy Panel Innovator's Pitch Challenge #9
2PM EST	Longevity, Health & Wellness Panel	Medtech Strategics Panel	Defining AI Investment Panel
3PM EST	Seed Funds Panel Innovator's Pitch Challenge #3	AI Drug Discovery & Development Panel	Innovator's Pitch Challenge #10
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)

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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

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NEXT PHASE»

The LSN Story | Investor Database | Business Development Database | Fundraising Consulting

HOT Life Science Investor Mandates (Jan. 13 - Jan. 19)

VC With Europe Headquarters
Invests Up to \$20M in Digital Health Companies with Utility for Both Payers and Providers

Venture and Growth Equity Firm
Invests Up to \$15M in USA or Europe-Based Medical Device and Digital Health Companies with Strong Clinical Data

VC/PE Firm
Seeks Commercial Stage Medtech, Life Science Tools, Healthcare Services and More, Typically Invests \$10-40M with USA Focus

Early-Stage Fund Backed By Major Chinese Companies
Seeks Therapeutics, Devices, and Diagnostics Investment Opportunities With China Market Potential

In This Issue

Digital RESI JPM Winners [Read More](#)

Digital RESI March Agenda

Digital RESI JPM Winners

By [Megan Rychwa](#), Investor Research Analyst, LSN

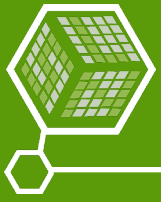
Last week, [Life Science Nation](#) wrapped up its second Digital RESI JPM and the first [Innovators Pitch Challenge \(IPC\)](#) of the year. As we prepare for [Digital RESI March](#), we wanted to take this opportunity to announce and celebrate the winners of Digital RESI JPM IPC!

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 [get yours in today](#). [Read More](#)

[Apply Innovator's Pitch Challenge](#)

Digital RESI JPM 2022 IPC Winners		
1st Place Amplified Sciences	2nd Place OncoXome	3rd Place Prolifagen
		

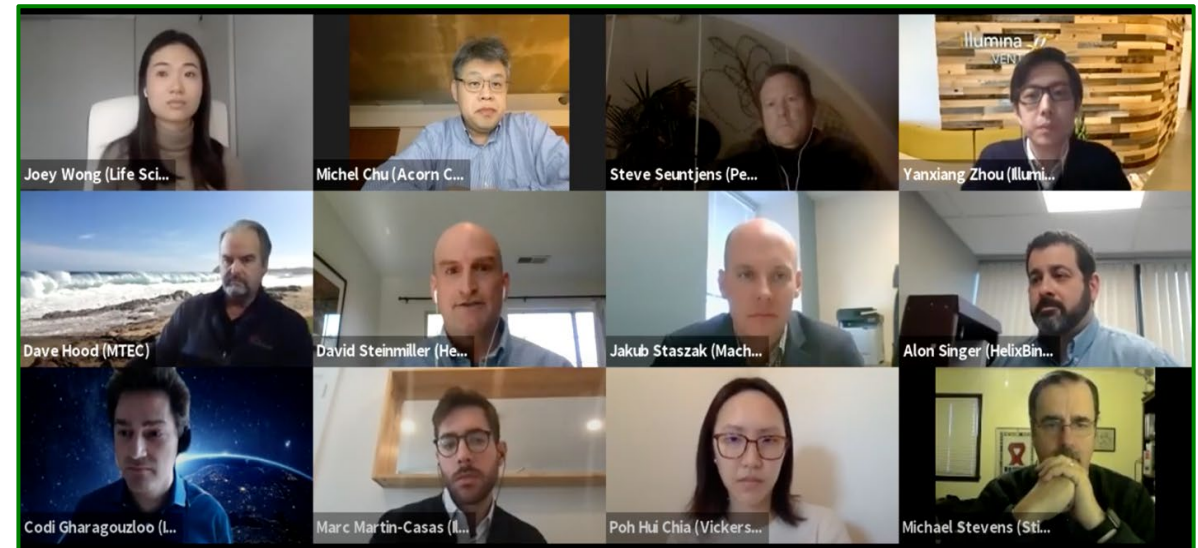


Innovator's Pitch Challenge (IPC)

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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





Materials Included

- Company description
- Pitch deck
- Executive summary
- **4-minute pitch video**
- Contact information

Additional Materials (If Appropriate)

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

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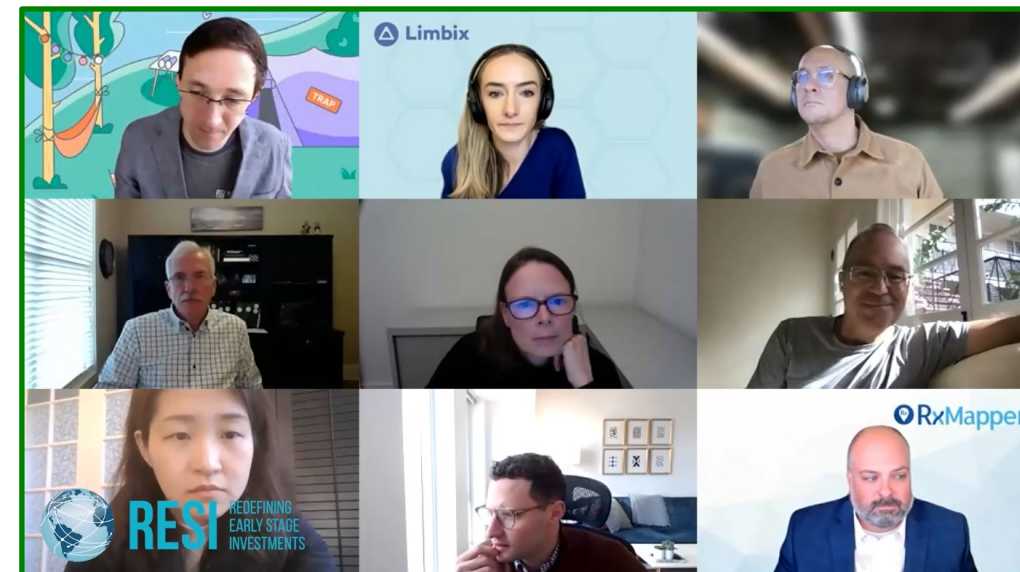
IPC Live Q&A Session

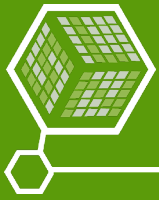
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Know the format!

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! Any time over 1 minute gets deducted from your Q&A time
- Prepare for the **investor questions**






Innovator's Pitch Challenge (IPC)

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IPC Application Due Friday (2/25)



Digital RESI March 2022: Innovator's Pitch Challenge (IPC) Application

Thank you for your interest in participating in the **Innovator's Pitch Challenge (IPC)** for our 3-Day **Digital RESI March Conference**, March 22-24th, 2022.

Please complete the below form as accurately as possible. The submission deadline is **Friday, February 25th, 2022**.

Applications are accepted on a first-come, first-served basis. As spaces are limited, we highly recommend that you submit your application ASAP.

If you have any questions about the application form, please contact the RESI team at RESI@lifesciencenation.com.

Name *

First Name Last Name

Email *

example@example.com

Job Title *

Are you affiliated with any tech hub, accelerator, or regional organization? *

Company Website

Company Type *

Please select any indications your product/services target. *

☐ Cardiovascular

☐ Diseases of the Ear

☐ Diseases of the Eye

☐ Diseases of the Nervous System

☐ Endocrine, Nutritional & Metabolic Disease

☐ Mental & Behavioral Disorders

☐ Neoplasms / Cancer / Oncology

☐ Respiratory

☐ Other

Do you incorporate significant application of artificial intelligence (AI), machine learning (ML), natural language processing (NLP), etc? *

☐ Yes

☐ No

Therapeutics Stage of Development

Medical Device or Diagnostic Stage of Development

Digital Health or R&D/Manufacturing Services Stage of Development

Company Description *

Do you incorporate significant application of artificial intelligence (AI), machine learning (ML), natural language processing (NLP), etc? *

☐ Yes

☐ No

Therapeutics Stage of Development

Medical Device or Diagnostic Stage of Development

Digital Health or R&D/Manufacturing Services Stage of Development

Company Description *

Logo *

Browse Files

Pitch Deck *

Browse Files

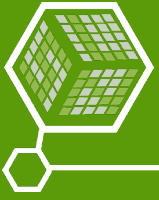
Executive Summary *

Browse Files

Save

Submit

<https://resiconference.com/pitch-challenge>

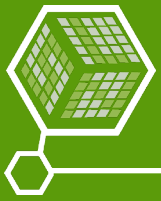


IPC: What Makes a Good Application?

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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.)



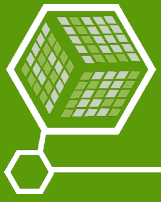
Messaging Tips 1

- **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**

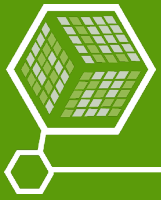
- Know your competitors
- Novel products typically do have competitor’s products that precede them
- Highlight how your technology differentiates itself from competitors



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.



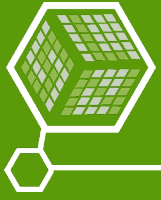


Messaging Tips 3

- **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

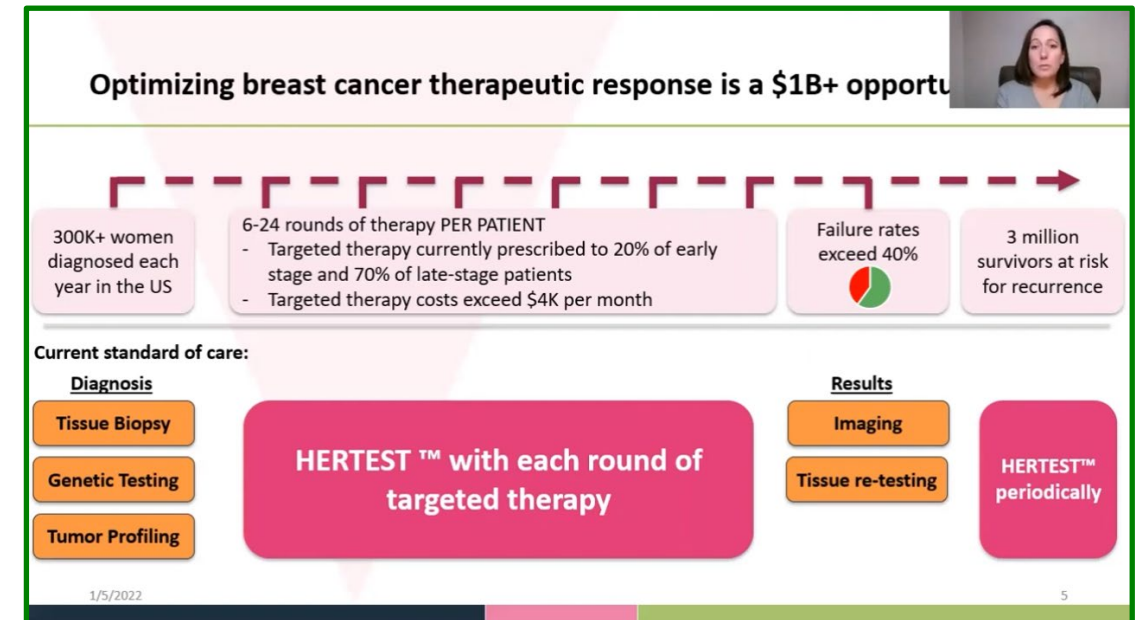
- **Provide Enough Information But Don't Go Overboard**
 - A paragraph or two should be enough for your “Company Description”
 - Your pitch deck and executive summary should complete your application and address the issues discussed above

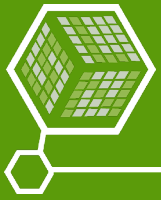


4-Minute Pitch Video

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- 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





Investor Questions

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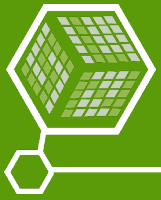
Potential topics could include:

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



Investor Questions - Continued

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?



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