

Strategies for Successful Partnering

Karen Deyo

Director of Investor Research, Israel BD, Strategic Projects

k.deyo@lifesciencenation.com

Greg Mannix

VP of Int'l Business Development; General Manager Europe

g.mannix@lifesciencenation.com

Introduction to LSN

Connecting Products, Services & Capital



Data

Sell-Side Business Development Database

- Big Pharma, CRO, Service Providers looking for early-stage technology assets and companies to sell services to
- Allows companies to perform a global competitive landscape analysis

Buy-Side Partnering Database

- Capital investors, strategic licensing partners, and product collaboration partners
- Allows companies to generate a Global Target List (GTL)



Platform For Connecting With Capital, Product Collaboration, In-licensing

- Partnering and fundraising is a numbers game and must be done weekly, monthly, quarterly ongoing that is why LSN hosts five conferences annually
- Enables companies to interact with their GTL



Process For Telling Your Company Story

Finding your voice and developing your narrative across multiple modalities.



INVESTOR DATABASE

10,000+ early-stage life science investors representing serval 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 Conference Series











1,000+
Participating
Attendees

2,500-3500+ Virtual Partnering Meetings

Participants from **30+** Countries

3 days of uninterrupted partnering

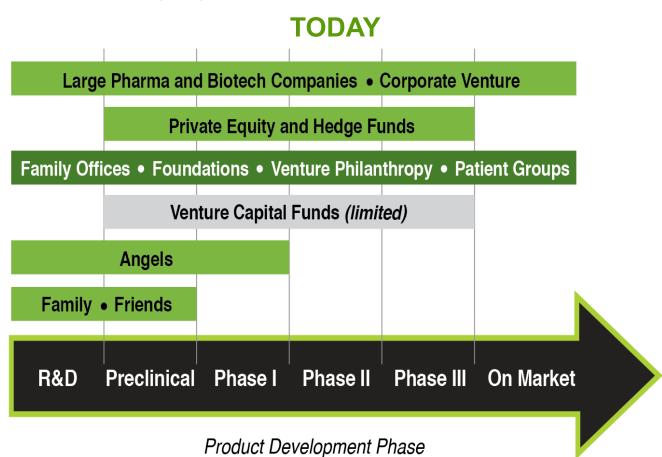
RESI Conference Series 2022		
Digital RESI JPM 3-Day Conference	Jan 11-13	
Digital RESI 3-Day Conference	Mar 22-24	
RESI San Diego	Jun 14-16	
RESI Boston	Sep 20-22	
RESI Asia	Nov 15-17	



The Changing Investor Landscape

Connecting Products, Services & Capital

Emerging Biotech Investment Timeline





RESI Investors

































































































































































































Serial Angel

































ASCEND Good news















少 力台清源

Medical Incubator



MTEC
Medical Technology
MDG Biopharm







BUTTON











LB≡BW VC



Lifespan

Investments



MCKESSON





















KEIRETSU









Fundraising Timeline



Life Science Fundraising Executive



Starts Here

1 Company Assessment

- Identifying Investors - Fundraising Timeline
- Branding & Messaging
- Outbound Campaign

2 Marketing Collateral

- Logo
- Tagline
- Elevator Pitch
- Executive Summary
- Slide Deck
- Website

3 Global Target List of Investors

- Access to the LSN Investor Platform
- 250 to 400 Investors & Potential Partners That Are a Fit

4 Cloud Infrastructure

- Wordpress: Content Generator
- Salesforce.com: Lists & Tasks Management
- Constant Contact: Email Engine

5 Outbound Campaign Strategies

- Global Roadshow Setup (at least one/quarter)
- Outreach Strategy
- Meeting Planning

- It is crucial to:
 - Know your investor leads and what makes them unique
 - Have materials ready for a complete outbound campaign
 - Be prepared for investor meetings, to improve chances of a second





Identifying Investors and Building Your Global Target List

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Director of Investor Research, Israel BD, Strategic Projects k.deyo@lifesciencenation.com

Best Sources for Investor Leads

- Investment conferences
- Financing rounds/press releases
- Similar company websites
 - Check the board of directors
- LinkedIn
- Databases



DIGITAL RESI JPM, JANUARY 11-13

DIGITAL RESI, MARCH 22-24

DIGITAL RESI, JUNE 7-9

RESI BOSTON, SEPTEMBER 20-22

RESI GLOBAL, NOVEMBER 15-17

Angel

- Individuals investing personal capital
- Often in larger groups
- Tend to focus regionally
- Financially and philanthropically motivated
- Seed, venture

Venture Capital

- Raise funds from multiple outside parties
- Tight exit timeframes constrained by fund structure
- Funds/firms vary in size
- Financially motivated
- Seed, venture, and growth stages

Family Office

- Manage funds on behalf of one or more families/individuals (SFO,MFO)
- Huge variation in investment size
- Philanthropic/strategic/financially motivated
- Gaining interest in direct transactions
- Seed, venture, growth, expansion

Corporate Venture Capital

- Invest funds on behalf of company
- Some have dedicated funds, others invest off company balance sheet
- Some strategically motivated, others invest more broadly
- Tend to look globally
- Seed, venture, growth



Venture Philanthropy

- Philanthropic organizations investing directly
- Both equity and grants
- Philanthropically motivated
- Tend to look globally
- Gaining interest and traction direct investments
- Seed, venture



Strategic Partner

- Any large corporation that partners with early stage companies
 - Big Pharma
 - Medtech
 - Tools & Services
 - Insurance companies
- Partner strategically (current or near future strategy)
- Different deal structures, such as co-development or milestone-based payments



What to Look for in Investor Profiles

- Sectors of Interest
 - Specific modalities, indications preferred?
- Investment size and stage
- Geographic exposure
- Company/investment requirements



Getting Your Messaging Ready

Greg Mannix

VP of Business Development, Life Science Nation q.mannix@lifesciencenation.com

Karen Deyo

Director of Investor Research, Israel BD, Strategic Projects k.deyo@lifesciencenation.com

Building Your Brand through Consistent Messaging – "Get Your Story Straight"

Connecting Products, Services & Capital

A list of the most common materials required to fundraise successfully:

Marketing Collateral	Purpose	Length
LOGO	Visually represents your company brand	1
TAGLINE	Distills company identity into a single line	1 line
ELEVATOR PITCH	Explains offering in a short format that can be delivered within a minute	1 paragraph
TEAR SHEET	Highlights key information in a fact sheet	1 page
EXECUTIVE SUMMARY	Briefly conveys opportunity in clear and concise manner	1–2 pages
SLIDE DECK	Provides more detail on offering by expanding on all major points in executive summary	10–12 slides
WEBSITE	Functions as a deep dive sales pitch in an easy-to- navigate, clearly designed layout	Typically a total of 5–7 tabs with subsections as required
ANIMATED VIDEO	Tells your company's story and explains your technology	2-3 minutes

Logical extension of tagline and elevator pitch

Cogent 1- or 2-page company description

Highlights key data and information



and emiciently, thereby greatly increasing the success rate of potential therapeul drug, and can subsequently be used to treat previously untreatable diseases.

Limitations of Antibody Drug Discovery Impedes

LinkedUp has developed a new way of identifying antibodies that could make established hybridoma screening obsolete. Conventional hybridoma screening obsolete. Conventional hybridoma screening approaches can produce antibodies with good biophysical properties but the process is very consuming, labor intensive and the yield is Alternative approaches such as yeast and display enable significantly more rapid screening with unlimited antigen range. However, the Abs that are identified tyoically

Treatment of Diseases

Antigen specific natural immune repertoire distribution

AbLink

Sweet Spot Imme Iow, phage

Other Technologies IgG Affinity

inferior biophysical properties and suffer from low affinity. LinkedUp has developed a novel technology that can merge the two approaches. By using microfluidic to enable single B cell encapsulation, the antibody information was extracted from tens of millions of B cells and then stored in the yeast library. These antibody copies maintained their specificity and stabilities of the original B cells. Subsequently, these antibdies can be readily screened in the plates

The Ablink Platform allows more comprehensive screening of the antibody repertoire, since it allows 1000-fold greater screening throughput. This results in at least 100 times more hits than hybridoma and other single B cell platforms. Other benefits include more extensive epitope coverage, more unique and rare sequences & diversity, higher affinity and functionality. Importantly, the secretion feature of the engineered yeast constructs eliminates the need to express in mammalian cells, circumventing a time-consuming step in the process. This new method significantly increases the probability of identifying rare Abs with significant therapeutic potential.

Opportunity Overview

LinkedUp Bio's new discovery engine addresses many of the current limitations of established hybridoma technology for identifying therapeutic antibodies. LinkedUp's Ablink technology enables deep mining of the natural immune system's repertoire of B-cell-derived antibodies. This significantly enhances the potential to identify agents with optimal biophysical properties and high target affinity. LinkedUp is using this platform to build an internal pipeline of therapeutic Abs as well as offering the technology as a service to partners for the development of novel agents directed against their proprietary targets.

Greg Li PhD, LinkedUp Bioscience Inc | 50C Audubon RD, Wakefield, MA 01880
Tel:781-41-3200 Ext 101 | Email: Gli@Linkedupblo.com

LinkedUp Bioscience

Transforming Antibody Drug Discovery for Incurable Diseases

LinkedUp. Bio's technology offers a superior way of identifying potent antibodies with optimized biophysical properties. The Ablink technology provides a strong foundation for the "LinkBody strategy, which involves building bispecific and multifunctional Abs to enhance therapeutic efficacy in multiple disease settings. For example, LinkedUp is in the process of building LinkBody constructs in which cytokines and chemokines are conjugated with anti-tumor antibodies to circumvent the tumor's innate defense mechanism and convert a 'cold' tumor (resistant to immune dearance) to a 'inc' tumor (susceptible to immune clearance).

Tackling Malignant Melanoma

LinkedUp Bio's first target indication is malignant melanoma, one of the deadliest forms of human cancer, due to the high incidence of metastases and drug resistance. Extensive research supports the role of a new target for malignant melanoma, potentially affecting tumor growth, survival and metastasis. However, due to the limitations of traditional antibody discovery technologies and the complex structure of the target, there have been numerous potential therapies that showed some benefit in inhibition of tumor growth, but never matched the high expectation and promise of a breakthrough treatment.

Using LinkedUp Bio's unique antibody discovery platform, a very rare antibody clone targeting a new region of this marker was discovered and could drastically improve the ability of the immune system to attack the tumor cells. LinkedUp Bio has successfully deployed and validated the AbLink technology and is seeking funding to advance a pipeline project for Malignant Melanoma. LinkedUp Bio's approach can provide a novel promising treatment for may different types of cancer, such as triple negative breast cancer, glioblastoma, and more. Furthermore, advanced discussions are underway with multiple Pharma partners who are interested in exploring the technology for therapeutic Ab development.

Team

Grea Li. Co-founder. President

Greg \Box has the expertise in antibody drug discovery and cancer biology, and has extensive experience in blotech startup operations and business deals. He got his Ph.D. degree in Blochemistry from Case Western Reserve University in 2004.

Stephen Gillies, Co-founder, CSO

Stephen Gillies was the former global oncology head of Merk KGAa and the former president of EMD-Lexigen, pioneering in antibody-drug therapeutics with many patents in immune-oncology. He is a successful entrepreneur who led many drugs into clinical testing, with over 25 years of executive leadership in the drug discovery industry.

Tao Wang, Co-founder, Vice President of Antibody Discovery

Tao Wang, Co-lounder, vice President of Antibody Discovery

Tao Wang has more than 13 years of experience in antibody discovery & engineering. She led multiple
antibody discovery & optimization projects when she worked for Adimab, Biogen, and Merck in the past.

Jason Lavinder, Cofounder, Advisory Board

Jason Lavinder is the Research assistant professor of the University of Texas. He is an expert in microfluidics and immune repertoire analysis with over 10 years of experience.

Greg Li PhD, LinkedUp Bioscience Inc | 50C Audubon RD, Wakefield, MA 01880
Tel:781-41-3200 Ext 101 | Email: Gli@Linkedupbio.com



Tear Sheet / One-pager

Net It Out on One Page

Connecting Products, Services & Capital

COMPANY ADDRESS HERE

COMPANY LOGO HERE

Industry: Pharma

- Target Indication: Fragile X syndrome and other autism spectrum disorders
- Future indications: variety of neurological disorders

Management

- XXXXX XXXXX Executive Chairman & CEO
- XXXXX XXXXX

Scientific Founder & Chief Scientist

Advisory Team & Board of Directors

XXXXX XXXXX XXXXX XXXXX

Fragile X KOLs

- XXXX XXXXX
- XXXXX XXXXXX YYYY YYYYY

Market Opportunity/Unmet Need:

FXS and other neurological disorders

side effects seen with other drugs from this class

Executive Summary:

- . FXS is the most common monogenetic autism spectrum disorder (ASD)
- . Typically diagnosed in early childhood, at 2 to 3 years, based on symptoms and confirmed by genetic analysis - well after significant neuronal impairment has occurred

XYZ Biotech is a pre-clinical-stage company taking a targeted approach in the development of small molecule therapeutics to treat fragile X syndrome (FXS)

developing selective modulators of key serotonin (5-HT) receptors believed to be involved in

Two distinct, first-in-class drug series have been developed that selectivity modulate unique

combinations of receptor subtypes-with minimal off-target receptor binding that can lead to

XYZ Biotech is positioned to deliver two first-in-class drug candidates for clinical development

approximately 12 months after program funding, and their intention is to pursue orphan drug

. There is potential to pursue multiple indications beyond FXS, including other autism spectrum

· XYZ Biotech is utilizing a structure-based design to effectively 'thread the needle' in

disorders, binge eating, schizophrenia, mania and addiction with these two series

- · Beyond core ASD symptoms, such as repetitive stereotypical behaviors and deficits in social functioning, cognitive impairment and anxiety often occur
- · Hyperactivity, attention deficit, psychosis/mania, hypersensitivity to s increased seizure potential may also be evident
- No currently approved drugs for treating the core symptoms of FXS Depending on the patient, anti-anxiety agents or serotonin selective r (SSRIs) can mitigate some of the behaviors that accompany FXS; ho may be achieved and side effects are a frequent issue
- Buspirone is used off-label to treat the repetitive behaviors and anxie it causes sedation and it brings cardio-tox risk

- · ABC-001 has a unique profile with 5-HT1A, 5-HT2C, and 5-HT7 partial receptor agonist
- . Lead compound, ABC-001, is highly effective in decreasing repetitive behaviors and motor stereotypy, and increasing social functioning in mouse models, suggesting efficacy in treating core fragile X symptoms
- Selective activation of target receptors, with minimal effects at other receptors, represents a
- unique receptor modulation profile XYZ Biotech anticipates that ABC-001 will have minimal side effects, such as suppression of
- locomotor activity, sedative/stimulant activity, or cognitive impairment seen with other drugs ABC-001 achieves efficacy similar to Buspirone in mouse models of repetitive behaviors anxiety, social and cognitive deficit—but without sedation or the cardiovascular toxicity risk
- ABC-002 exhibits a different, complementary, pharmacological profile with the potential to address cognitive dysfunction, attention deficit, hyperactivity, and psychosis associated with FXS and other autism disorders by selectively enhancing 5-HT2C signaling while reducing 5-
- Lead compound, ABC-002, exhibits a first-in-class pharmacological profile
- . XYZ Biotech anticipates that ABC-002 will not produce the sedation or weight gain that typically accompany other antipsychotic drugs frequently used in FXS patients

- · Preclinical evaluation of the ABC-001 and ABC-002 series has confirmed that both platforms
- minimal off-target effects, demonstrate therapeutic efficacy and safety in animal models · XYZ Biotech' compounds have been administered to Rhesus monkeys and demonstrated
- behavioral efficacy at 10 mg/kg and did not cause adverse effects such as nausea, sedation,

Reiley Pharmaceuticals Inc.

3749 Buchanan Street Suite 475745 San Francisco, CA 94147

Reiley Pharmaceuticals Inc. Biomarker-Based Diagnostic Drug for Pinpointing Lower Back Pain

Industry: Diagnostics

Target Indication: Lower Back Pain Future indications: Opioid Misuse, Rheumatoid Arthritis, Worker's Compensation Assessment

- B. Michael Silber, PhD President, CEO & Director Dr. Silber successfully contributed to the development and commercialization of 23 drugs. including 13 blockbusters in 35 years
- Mark R. Reilev, MD

The creative engine behind Kyphon ght by Medtronic), Archus by Globus), Reiley s (merged with INBONE ht by Wright Mitchel). t by Wright Medical), B) and now Reilev

sbaum, PhD

Scientific Advisory Board, UCSF

Leslie Z. Benet, PhD Scientific Advisory Board, UCSF

Scientific Advisory Board, U Kansas Scientific Advisory Board, ex-Pfizer

Board Advisor, Ex-Lantheus CEO,

Stephen Hochschuler, MD Board Advisor, Chair, Texas Back

Exclusive worldwide license to all technology. Several issued patents

Patents cover key links incorporating radioactive imaging substances.

covering composition of matter.

RPI has raised \$6.1M and is seeking

\$6M to complete two milestones leading

cohort of patients. Phase II trials will take

to filing an IND & completion of a Phase

1a/b trial establishing POC in a small

12-18 months at a cost of \$20M.

Ronald T Borchardt, PhD

Curium BOD

Frank Kayser, PhD

Daniel Cher, MD

Intellectual Property

Drug Discovery Advisor

Funding to Date & Future

Institute

of Directors

n & Director

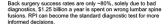
Market Opportunity/Unmet Need:

Executive Summary:

that can pinpoint the exact source of LBP

100 million people a year in the US have chronic pain, which costs the U.S. \$300B (Direct) and \$635B (Direct/Indirect). RPI believes that its diagnostic drug product, to be used in the RPI SPECT Imaging Test, has a patient universe of at least 10M patients per year, with a \$750 USD per test price point. Back surgery success rates are only ~80%, solely due to bad

treatment of their LBP condition - a first in the industry.





There is no "GPS-like" tool that isolates the exact location, and no current examination process that can shine a light on the precise cause of LBP. A patient can walk into a doctor's office presenting with LBP and, many times, the physician struggles to pinpoint the exact source of the

RPI Technology:

 Leveraging sophisticated computational chemistry modeling to design drug products that will be capable of reaching the

Reiley Pharmaceutical Inc. (RPI) is a precision medicine diagnostic company that will

dramatically impact the Lower Back Pain (LBP) medical arena with its targeted diagnostic drugs

RPI is the first to pursue diagnostic imaging agents in pain based on the key human biological

signal involved in eliciting pain. These novel diagnostic agents, when injected into a patient as

part of a LBP diagnostic test, can find the site of COX-2 overexpression, bind to the intracellular COX-2 enzyme and "light up" the cells, which enables a standard hospital- or office-based

SPECT-CT scanner to quickly, sensitively and accurately identify and image the precise location

RPI's technology is a game changer for the LBP diagnostic market, affecting millions of patients

who suffer from LBP with a test that authenticates and facilitates a more precise and accurate

intracellular COX-2 enzyme, to potently bind and illuminate COX-2 overexpression in specific regions in the body







- RPI utilizes rational drug design concepts to efficiently identify clinical candidates. This requires virtual and actual state-of-the-art compound screening of candidates, cell-based assays to ensure drugs are capable of crossing cell walls, and in vitro and in vivo pharmacokinetic, drug metabolism, pharmacology and SPECT studies in animals
- This process creates a novel family of targeted precision diagnostics agents, literally changing the pain treatment paradigm for COX-2 pain related disorders.
- The Reiley products can also be used as a theragnostic in connection with therapeutic treatments, including drug or surgical.

Technical Milestones Achieved:

- After intense dynamic screening, the leading clinical candidate was selected to go into animal toxicology/safety studies to support entry into the first Phase 1a/b clinical trial.
- 1st generation product was evaluated in healthy subjects and patients with single-knee osteoarthritis to establish safety, toleration and proof-of-concept (POC) imaging studies. It was clear that the imaging drug lit up COX-2 overexpression in the affected knee only
- RPI has designed and is testing its 2nd generation imaging drugs setting the company up for its current round of funding to support the next IND and Phase 1a/b trial.
- Phase 2 and 3 trials would be expected to take an additional 2-3 years. Regulatory strategy developed, with target for approval in 4 years. Broad IP position established, with several granted patents and several more provisional patents filed.

- Intellectual Property Exclusive worldwide license to all technology
- Several issued patents covering composition of matter, methods of treatment, novel big distribution through 2028
- Pending patents could extend IP coverage through 2035

Non-Dilutive Funding to Date \$10M in NIH & DOD grants

Seeking a \$20m Series A Round XYZ

Biotech anticipates achievement of the following milestones post financing

- File (12 months)
- Complete Phase I studies of both compounds (24 Months) Complete Phase IIa.b trials of both compounds (36 months)

Technical Milestones Achieved:

- have favorable pharmacological profiles
- · Both are efficacious with oral dosing, selectively modulate serotonin receptor activities with
- movement disorders, or anxiety-like behaviors
- Extensive PK/metabolic profiling data with no toxicity observed in preclinical models . Necessary chemistry is in place for scale-up to support advanced studies of both candidates



The first 5-6 slides should be a continuity of your elevator pitch and executive summary story

Rest of the slides should contain **essential** but more in-depth information that leverages your specific company value

Cover with Logo & Contact Info

Elevator Pitch / Current Status / Summary

Unmet Medical Needs & Commercial Opportunities

Origin, Description of Technology, IP (if applicable)

Differentiation from Competitors

Technology Validation & Supporting Data

Product Pipeline, Current Financing Needs

Risks & Risk Mitigation (if applicable)

Management Team & Scientific Advisory Board

Supplementary data or information (in addendum)





Keys to Successful Partnering & Preparing for Investor Meetings

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VP of Business Development, Life Science Nation q.mannix@lifesciencenation.com

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Director of Investor Research, Israel BD, Strategic Projects k.deyo@lifesciencenation.com

Profile Creation

- Brief overview/elevator pitch
- Complete all of the sections in the profile
- Upload supporting materials
 - Logo
 - Website
 - Investor Deck
 - Executive Summary

Outbound Meeting Request Message

- Introduce yourself
- Introduce Your Company
 - Where your company is based
 - What sector your company is in (biotech, medtech, diagnostics, healthcare IT, etc.)
 - The indication you are treating or problem you are trying to solve
 - Your product's stage of development
- Key Value Proposition/Elevator Pitch
- The Stage of Your Fundraising Campaign
- Reaffirm the reason you are reaching out
- Customize the message (research the investor in advance)
- Request the meeting.



Meeting Request Message

Real example from successful company at RESI:

Hi XYZ, company name is a commercial stage University of XYZ spin-out with a portfolio of surgical and imaging technologies to deliver Empowered Patient Care with point-of-care ultrasound in new perioperative applications.

The company's first technology is a dual-component system comprising an FDA-cleared bioabsorbable implant (XYZ) and an FDA-cleared custom automated ultrasound (XYZ) to detect post-operative vascular complications in reconstructive, transplant, and vascular surgeries prior to catastrophic surgical failures that represent a \$2B annual market and cost hospitals \$174,000 per instance. Company X also developing pipeline products for angiography/surgical navigation and perfusion assessment.

Company X closed a \$\$\$ venture round in early 2018, recently secured a \$\$\$ NIH grant to pursue the XYZ market for the technology, confirmed ~\$\$\$ in reimbursement for that market, and are now raising a \$\$\$ round for commercial growth and accelerating pipeline product development. Company X is currently in negotiations with a potential lead and is evaluating other lead candidates and syndicate partners. Looking forward to connecting. All the best, XYZ.

Request MANY Meetings

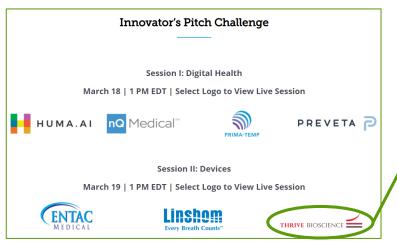


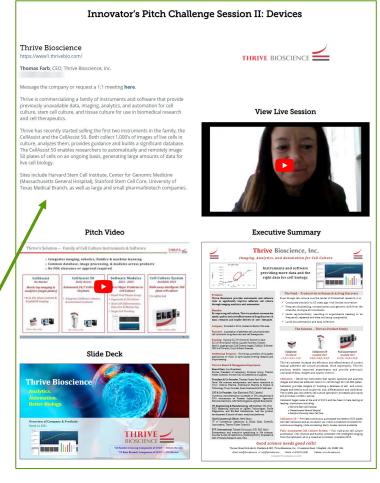
Follow Up Frequently

- Initial meeting request
- Reach out via partnering platform
 - 1. First follow-up: focus on your technology
 - 2. Second follow-up: focus on market
 - 3. Third follow-up: focus on key management
 - 4. Fourth follow-up: send Tear Sheet (by email if possible, or send a link).

Innovator's Pitch Challenge







Takeaway

Your success in partnering is directly proportional to the effort you put into it.

RESI Partnering Platform



Investor Meeting

Research the Investor Firm

Start on the firm's website

- Read about the firm's mission
- Look at the portfolio companies they have invested in
- Read about the people
 - Firm bio
 - LinkedIn
- Know your audience!



Investor Meeting

Conduct your meeting

- If at all possible, have two attendees from your company
 - One person to take notes
- Plan for initial presentation <15 minutes
 - Be prepared for a conversation without slides and make it a conversation, leaving time for questions and discussion
- Have backup slides at hand to address questions
- Ask the investor questions



Investor Meeting

Asking questions

Don't let the meeting finish without asking the investor questions of your own.

- An investment leads to a long-term close working relationship know who you are getting in bed with
- How will the investor add value? Financial only, or advice/network help?
- Know how the investor type will affect investment
- Investor requirements board seat representation?





Thank you for joining us! Happy Partnering!

resi@lifesciencenation.com www.lifesciencenation.com







