



LIFE SCIENCE NATION

Connecting Products, Services & Capital

LSN Fundraising Bootcamp

Fundraising 101: Avoiding Pitfalls and Improving the Odds

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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

This educational offering covers the fundamentals of launching a life science startup and successfully fundraising from Seed to Series B. It is interactive and can be suited to the needs of students, including formats that range from a half-day to three full days.

RESI Conference Series



RESI REDEFINING
EARLY STAGE
INVESTMENTS



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
Digital RESI June	Jun 7-9
RESI Boston	Sep 21-22
RESI November	Nov 15-17





RESI Investors

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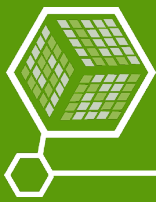


The 3 Most Important Questions

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1. Are you actively raising capital?
2. Do you know how long it takes?
3. Do you know how much it costs?

Campaign Component	Typical Cost
Creating and maintaining your branding, messaging, marketing collateral and web presence for a year	\$25,000 - \$30,000
One conference per quarter, travel and expenses	\$12,000 - \$20,000
1-2 week road trip per quarter, two people	\$10,000 - \$15,000
Global target list of investors and campaign infrastructure	\$10,000 - \$12,000
Legal and proccessional fees	\$10,000 - \$20,000
TOTAL	\$67,000 - \$97,000



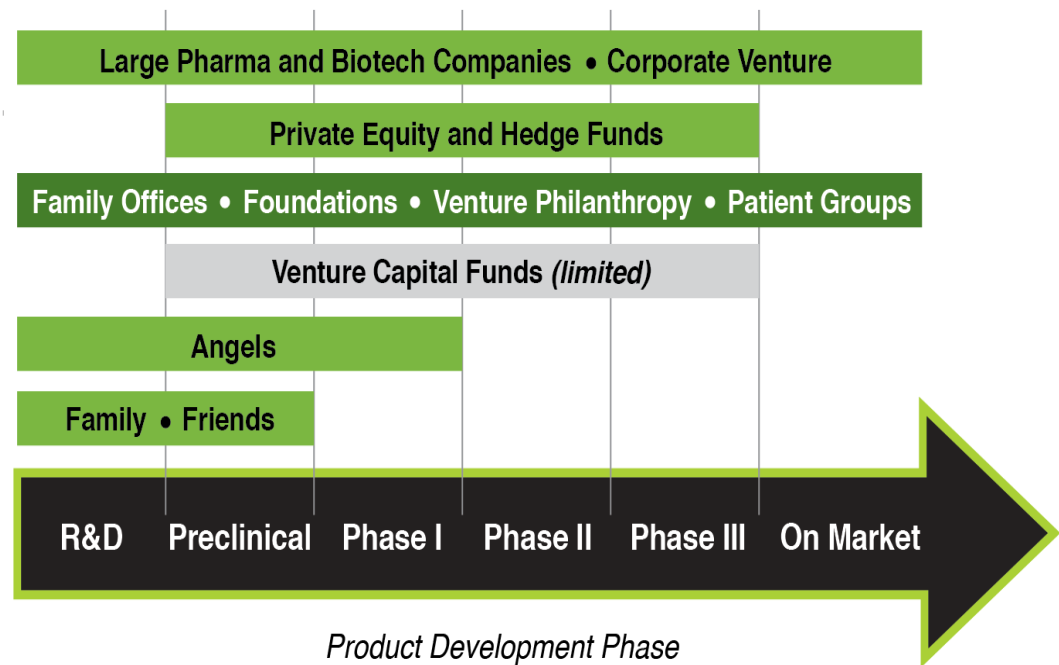
Debunking the Top 10 Myths in Fundraising

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1. The funding choices are limited to SBIR grants, friends & family, angels, VCs and strategics.

UPDATE: There are many types of emerging investors who may not have been investing in early-stage in the past, but are interested in doing so now.

Emerging Biotech Investment Timeline





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2. It is not necessary to understand how each category of investor works, just go after them all.

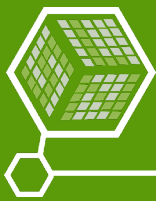
UPDATE: Each investor type has its own personality, strategy, and motivations. Knowing the nuances and subtleties of each is imperative.

- Also do your homework to determine what areas the investor focuses on prior to reaching out to them.

3. You must limit yourself to regional players.

UPDATE: It's a global marketplace. Investors are increasingly investing outside of their own region.

- In the past angel investors would generally only invest in their own region. Many of these investors are now syndicating with other angel groups outside of their region in order to source additional deal flow.
- Investors in Asia are also investing in companies outside of Asia to acquire distribution rights in the region.



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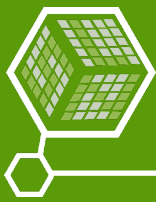
4. The average fundraising process takes 6-9 months.

UPDATE: After interviewing more than 300 firms, LSN has uncovered that it generally takes 9-18 months to raise money in the life science space.

- Many fundraising companies make the mistake of starting the fundraising process too late. You don't want to be in a situation where you run out of runway, or where you are forced to take an unfavorable deal.

5. It's easier to raise a smaller round

UPDATE: It's just as hard to raise a larger round, companies should budget for 24-36 months so they don't exhaust the cash flow from one round to the next.



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6. It's always good to have many technologies and indications at once.

UPDATE: Focus on one lead indication, then apply the successful strategy on the later ones.

- Many companies make the mistake having too many balls in the air. If you do have multiple technologies that you are working on that are not all in the same area, perhaps consider spinning out these assets into separate companies.

7. You need to be referred to an investor in order to get a meeting.

UPDATE: Investors care about fit for their investment mandates. Referrals help; however being a fit for what the investor is looking for is crucial and enough to get meeting.



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8. Send investors as much information as you have.

UPDATE: Consistent, concise and powerful messaging makes you stand out.

- Investors get tons of emails a day. Your intro emails should only be a couple of short paragraphs of non-confidential information. “Your intro deck should be like a movie trailer, as the goal is to get them just interested enough to want to learn more”
- The response rate of short succinct emails is much higher than lengthy emails.
- Executive summaries should be 2 pages max and the slide deck should be around 10-12 slides.



Debunking the Top 10 Myths in Fundraising

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9. Science is the hard part and the only thing that matters to investors; It is easy to learn the business side, and you don't need the business or finance executives on the team.

UPDATE: Having experienced business development and finance specialists with the technology mavens creates a well-rounded team when moving into the commercial arena. Basic marketing and sales skill-sets are needed. It is imperative to showcase you and your team in marketing materials as well as technology. Investors buy you, your team, and your technology.



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10. You only need to reach out to investors once and don't need to follow up.

UPDATE:

Don't give up too soon. It's important to reach out to investors multiple times until you get a yes or a no.

- It's also vital to make sure that you follow up with investors after your initial intro conversation. Using a CRM (customer relationship management) system can help to keep a more accurate track of contacts.
- Even if you do get a no from the investor you can use that feedback to change your message or you may find out that you're just not a fit currently but may be later down the road. Start speaking to investors early, listen to that constructive criticism and use it to determine how to pivot.



Identify Your Best Fit Investors

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Investor Databases

- Detailed Investor Profiles
- Investor Contact Info

Partnering Events

- In-person Events
- Digital Events

ATTENDEE PROFILES

Digital RESI
June 7-9, 2022

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



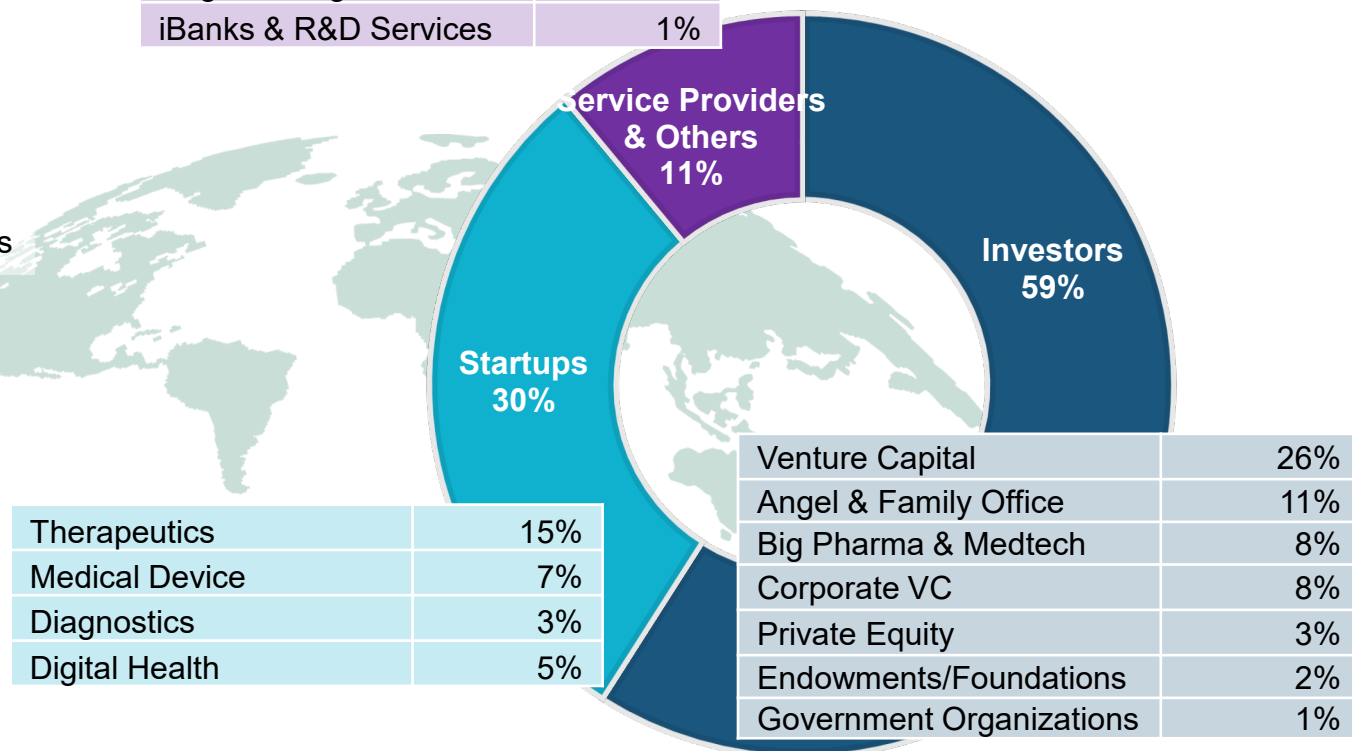
Participants from
40+ Countries in
2021



3 Days of **24 hr.**
Partnering

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

2021 ATTENDEE PROFILES

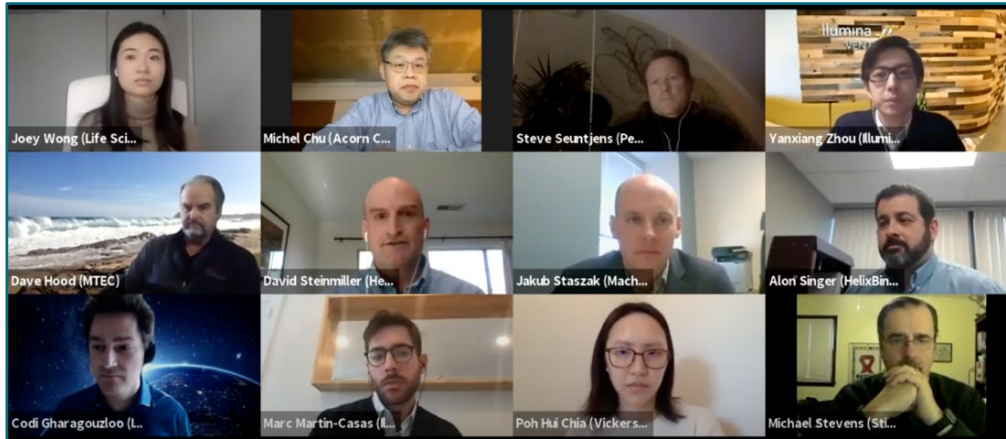


All Day Partnering			
	Tuesday (June 7)	Wednesday (June 8)	Thursday (June 9)
10AM EDT	 Innovator's Pitch Challenge Session #1	 Innovator's Pitch Challenge Session #5	 Innovator's Pitch Challenge Session #9
11AM EDT	 Investor Panel Beyond Big Pharma <i>Partnering & Perspectives from Small and Mid-Sized Biotech</i>	 AI Investor Panel AI vs. Life Science <i>Which Comes First in Early-Stage Investment?</i>	 Longevity Investor Panel Age-Tech Care Management <i>Technology Improving the Lives of Older Adults</i>
12PM EDT	 Entrepreneur Workshop	 Entrepreneur Workshop	 Entrepreneur Workshop
1PM EDT	 Investor Panel Angel Investors <i>Explaining the Process of Engagement</i>	 Investor Panel Corporate VC <i>The Changing Landscape & New Opportunities</i>	 Investor Panel Impact Investors <i>More Than Financial Returns</i>
	 Innovator's Pitch Challenge Session #2	 Innovator's Pitch Challenge Session #6	 Innovator's Pitch Challenge Session #10
2PM EDT	 Longevity Investor Panel The Neuroscience of Aging <i>Aging Impact on the Nervous System</i>	 Investor Panel Asia Cross-Border <i>Building Global Partnerships</i>	 AI Investor Panel Team, Tech, and Traction in Early-Stage AI <i>Building Your Startup as a Triple Threat</i>
3PM EDT	 Innovator's Pitch Challenge Session #3	 Innovator's Pitch Challenge Session #7	 Investor Panel Software-Enabled Medical Devices <i>Investing at the Intersection of Digital Health and Medtech</i>
4PM EDT	 Tales from the Road AI Innovation in Healthcare <i>Standing Out in a Growing Field</i>	 Tales from the Road Age-Related Diseases <i>Developing Prevention & Treatments</i>	 Tales from the Road Biotech and MedTech Innovators <i>Entrepreneurs on Their Fundraising Journey</i>
5PM EDT	 Innovator's Pitch Challenge Session #4	 Innovator's Pitch Challenge Session #8	 Innovator's Pitch Challenge Session #11



Innovator's Pitch Challenge

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Innovator's Pitch Challenge

Session I: Digital Health

March 18 | 1 PM EDT | Select Logo to View Live Session



Session II: Devices

March 19 | 1 PM EDT | Select Logo to View Live Session



Innovator's Pitch Challenge Session II: Devices

Thrive Bioscience

<https://www1.thrivebio.com/>

Thomas Farb, CEO, Thrive Bioscience, Inc.

Message the company or request a 1:1 meeting [here](#).

Thrive is commercializing a family of instruments and software that provide previously unavailable data, imaging, analytics, and automation for cell culture, stem cell culture, and tissue culture for use in biomedical research and cell therapeutics.

Thrive has recently started selling the first two instruments in the family, the CellAssist and the CellAssist 50. Both collect 1,000's of images of live cells in culture, analyzes them, provides guidance and builds a significant database. The CellAssist 50 enables researchers to automatically and remotely image 50 plates of cells on an ongoing basis, generating large amounts of data for live cell biology.

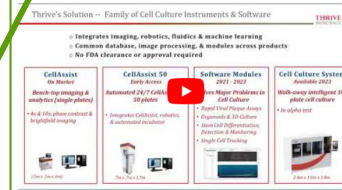
Sites include Harvard Stem Cell Institute, Center for Genomic Medicine (Massachusetts General Hospital), Stanford Stem Cell Core, University of Texas Medical Branch, as well as large and small pharma/biotech companies.



View Live Session



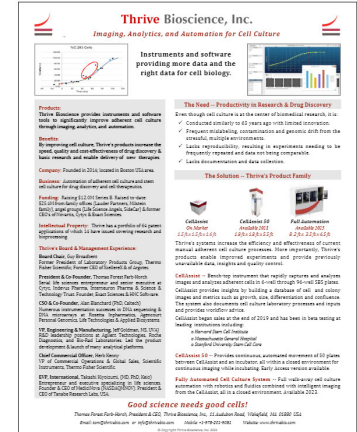
Pitch Video



Slide Deck



Executive Summary





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

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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

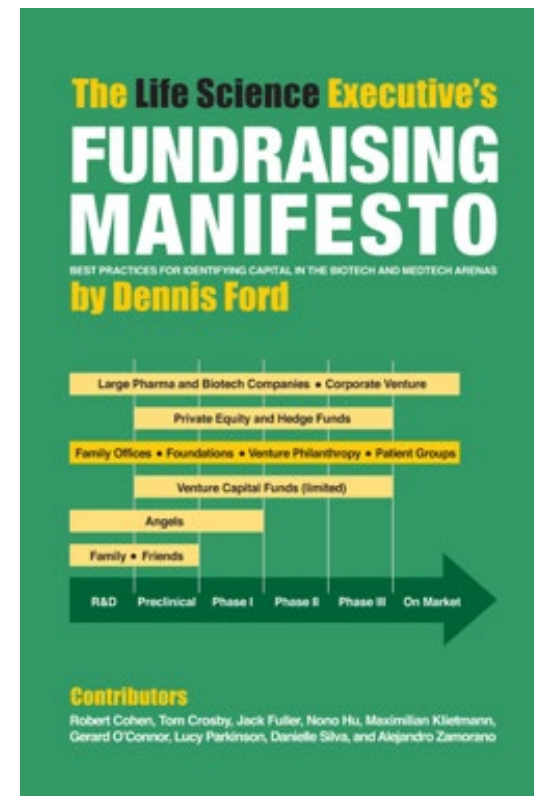
- Experience/expertise in the field
- Any KOLs involved?



LSN Investor Database Demo

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Free Copy available
resi@lifesciencenation.com





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Thank you for joining us!

Good luck to your fundraising journey!

Email Us:

resi@lifesciencenation.com

Check Out More Workshops:

www.focaccelerator.com/fundraising-workshops/

Life Science Nation

www.lifesciencenation.com

RESI Conference

www.resiconference.com



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LSN Media