



LIFE SCIENCE NATION

Connecting Products, Services & Capital

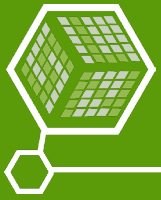
Early-Stage Fundraising 101: Delivering a Successful Virtual Pitch

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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 Presentation?: 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 REDEFINING
EARLY STAGE
INVESTMENTS



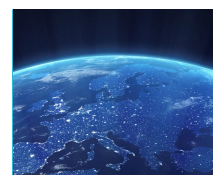
Digital RESI March
Mar. 14-16, 2023



RESI Boston June
Jun. 5-7, 2023
Boston



RESI Boston
Sept. 18-20, 2023
Boston



Digital RESI November
Nov. 14-16, 2023



1,000+ Participating Attendees



2,500-3500+ Virtual Partnering
Meetings



Participants from **30+** Countries



3 days of uninterrupted partnering



LSN tracks 10 different categories of investors:

Venture Capital



And More...



RESI Conference At A Glance

Over the past decade, **300+** companies have raised **\$5B+** through **40+** RESI conferences.



200+ Startups



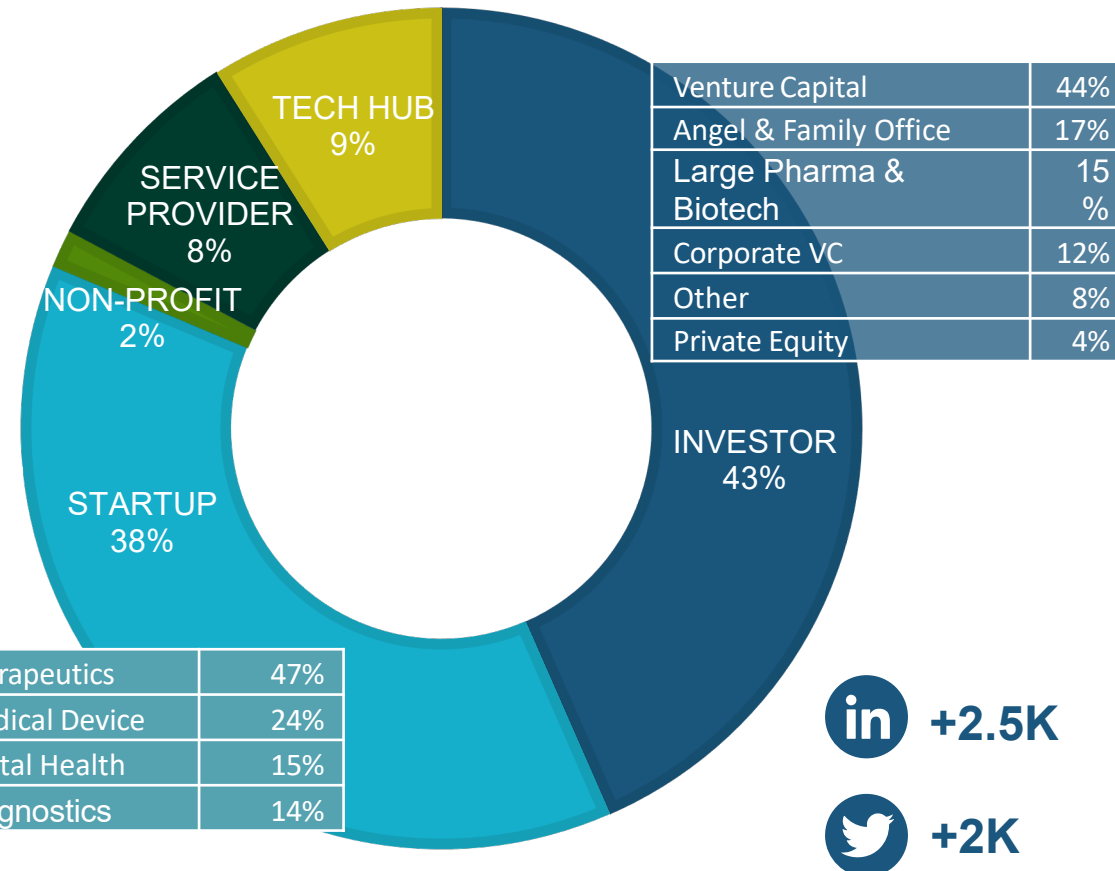
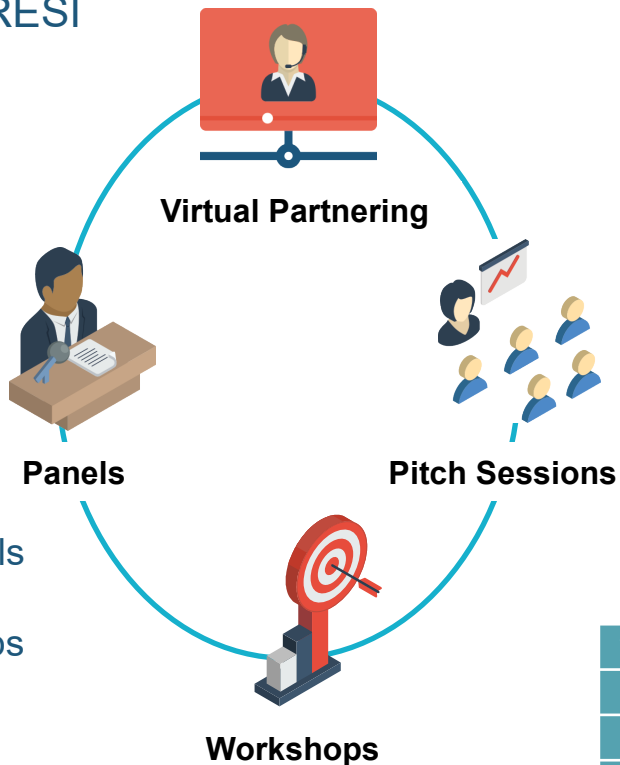
300+ Investors

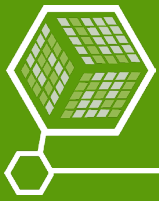


12+ Live Investor Panels and Entrepreneur Workshops & Workshops



50+ Pitch Slots



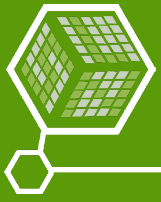


Digital RESI March Agenda

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	Tuesday <i>March 14</i>	Wednesday <i>March 15</i>	Thursday <i>March 16</i>
10AM	Seed Funds <i>Investing in Emerging Science to Pursue High Rewards</i>	Early-Stage Therapeutics <i>Bringing the Newest Therapies to the Clinic</i>	Health System Partners <i>Novel Partnering Approaches to Improve Quality of Care</i>
	LSN Global Partnering Campaign and Roadshow Preparation (11AM – 1PM)		
11AM	It All Starts with The Story	Tagline & Elevator Pitch	Pitch Deck & The 10 Myths
12PM	First-Time CEOs	Executive Summary & Tear Sheet	Strategies for Successful Partnering
2PM	Impact Investors <i>Seeking Beyond Financial Returns</i>	Aging at Home <i>New Products and Technologies for Home Healthcare Management</i>	Chronic Disease Management <i>Innovative Solutions for Long-Term, Self-Empowered Health</i>

All panels scheduled on Eastern Time (ET)



Innovator's Pitch Challenge

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Who should apply?

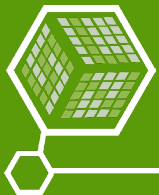
- **Drugs, Devices, Diagnostics, Digital** health (4 Ds) and R&D Service startups
- Raising Seed capital (\$25K – 2M), Series A (\$2 – 10M), or Series B (\$10 – 50M)

Pitch Package: \$1,795

Including Standard RESI 3- day Ticket

Digital RESI June Finalists






Innovator's Pitch Challenge (IPC)

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Why participate?

- Increased visibility for your company to RESI community
 - Logo featured on RESI Website and Live Agenda
 - Finalists and winners announced in LSN newsletter (50k + readership)
- Connection with IPC session investor judges and audience
- The Top 3 companies will receive free tickets to future RESI conferences.

Life Science Nation Newsletter | June 16, 2022 | Issue 474

 **LIFE SCIENCE NATION**
Connecting Products, Services & Capital

NEXT PHASE

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

In This Issue

Digital RESI June IPC Winners [Read More](#)

RESI Boston Panels [Read More](#)

The 4 Fs of Successful Meetings [Read More](#)

LSN Services

NEW LSN's Focus on Cures Accelerator (FOC)

[Investor Database](#)

[Business Development Database](#)

[Branding & Messaging](#)

[Sourcing & Ranking Service](#)

LSN Videos

[Investor Database](#)

[Business Development Database](#)

LSN Media Partners

FREE MIND
Non-Dilutive Funding Experts

Digital RESI June IPC Winners




By [Claire Jeong](#), Chief Conference Officer, Vice President of Investor Research, Asia BD, LSN

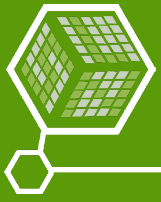
At [Digital RESI June](#), nearly 50 life science and healthcare startups participated in the [Innovator's Pitch Challenge \(IPC\)](#), a unique pitching opportunity for early-stage companies in therapeutics, medical device, diagnostics, digital health, and R&D/services sectors.

All attendees are encouraged to participate in viewing each finalist's dedicated webpage, pitching materials, and live session in order to vote for the best pitch at RESI. Everyone from fellow startup founders to active early-stage investors votes for their favorite companies based on the materials displayed on their dedicated landing pages (pitch video, slide deck, executive summary, etc.) as well as their performance in live Q&A sessions, in which founders pitch directly to and participate in a subsequent Q&A with investor judges.

[Life Science Nation](#) is pleased to share the winners of last week's IPC who received the most votes during the 3-day conference. Congratulations to the winners...[Read More](#)

First Place	Second Place	Third Place
Surgical Automations, Inc.	JOCAVIO Co. Ltd.	SynCell Biotechnology, Inc.



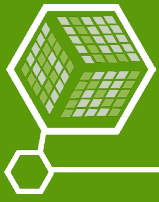
Innovator's Pitch Challenge

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IPC Pitch and Q&A Session

- Companies are grouped based on similar sector/technology
- 4-min pitch presentation with slides, open to all RESI attendees
- 9-10 min Live Q&A session with panel of 5-7 investor judges
- Post-session connection with the judges





Innovator's Pitch Challenge

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IPC Dedicated Page

- Company description
- Pitch deck
- Executive summary
- Contact information

Optional Materials

- 4-minute pitch video
- Detailed image/demo of product
- For products that are OTM, testimonials

Neurovine

Concussion Recovery Backed by Science
<https://www.neurovine.ai/>

Ashleigh Kennedy, CEO, Neurovine
a.kennedy@neurovine.ai

Welcome to Neurovine, where concussion research is merging with accessible technology for the first time. Our belief is that returning to normal life after a concussion doesn't need to be difficult to understand. We're here to give patients control over their own recovery.

Brand Video

NY 2020 BrandVideo FULL v2

Watch later Share

Pitch Video

NeurovinePitch

HOW IT WORKS

EEG HEADSET + DATA-DRIVEN, HIPAA-COMPLIANT BACKEND + EASY-TO-USE APP & CLINICIAN PORTAL

Monitors brain activity for signs of fatigue

Data stored in secure cloud-based portal

Alerts: User a brain break before overexerting

Executive Summary

NEUROVINE
CONCUSSION RECOVERY SOLUTIONS

OVERVIEW
Neurovine is an early stage medical device company providing a clinically based therapeutic solution for mild traumatic brain injury and brain trauma as a result of concussion. The device is a wearable EEG headset with a cloud-based data processing platform that provides real-time brain health feedback.

PROBLEM
All Neurovine wearers experience a variety of brain health issues and associated symptoms, including cognitive impairment, mood changes, and difficulty concentrating. These symptoms are often persistent and can significantly impact quality of life.

SOLUTION
Neurovine's wearable EEG headset provides real-time feedback on brain health, allowing users to identify and address symptoms as they arise. The device is designed to be used in a variety of settings, including at home, in the office, and in clinical settings.

TECHNOLOGY / IP
Neurovine's proprietary EEG headset and cloud-based data processing platform are the core of the company's technology. The headset is a non-invasive, wearable device that measures brain activity and provides real-time feedback. The cloud-based platform processes the data and provides users with a variety of tools and resources to help them understand their brain health and manage their symptoms.

MARKET
There are over 3 million concussions worldwide each year, with 20% of which cause long-term cognitive impairment. The global market for concussion recovery solutions is estimated to be over \$1 billion by 2025.

COMPETITION
Neurovine is currently the only company providing a clinically based therapeutic solution for mild traumatic brain injury and brain trauma as a result of concussion. Other companies in the market are focused on providing symptomatic relief, rather than addressing the underlying brain health issues.

CUSTOMER ACQUISITION
Neurovine is currently working with a variety of healthcare providers, including neurologists, concussion specialists, and physical therapists, to provide their services to patients. The company is also actively seeking new partnerships and distribution channels.

LEADERSHIP TEAM
Ashleigh Kennedy, CEO, Neurovine
Ashleigh Kennedy, MD, PhD, Chief Medical Officer and Head of Research
Patrick Leary, Lead Software Developer
Alexis Lomax, MBA, Head of Product and Marketing

Slide Deck

PUSHING THE BOUNDARIES OF BRAIN SCIENCE.

NEUROVINE



Innovator's Pitch Challenge (IPC)

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IPC Application Due
Friday, February 17

COMPANY MATERIALS

Logo *

Browse Files

Pitch Deck *

Browse Files

Executive Summary *

Browse Files

Headshot Photo *

Browse Files

APPLICANT INFORMATION

Applicant Name *

First Name Last Name

Job Title *

Email *

example@example.com

Phone Number *

Country Code Area Code Phone Number

Will you be the person pitching and representing your company at Digital RESI March? *

If you are NOT the person who will be pitching and representing your company at Digital RESI March 2023, please provide the representative's information below:

Representative Name *

First Name Last Name

Job Title *

Email *

example@example.com

Phone Number *

Country Code Area Code Phone Number

Country *

City *

State *

Postal / Zip Code *

COMPANY INFORMATION

Company Name *

Company Type *

Company Website

Therapeutics Stage of Development *

Medical Device or Diagnostic Stage of Development *

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

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

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

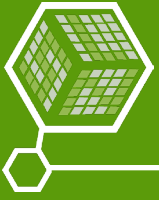
Please specify the name of the tech hub, accelerator, or regional organization you are affiliated with. *

Company Description (150 words max) *

0/150

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

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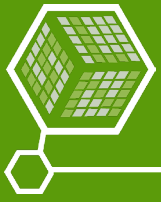


IPC: What Makes a Good Presentation?

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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.)



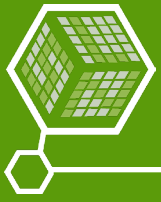
Messaging Tips 1

- **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 statements**

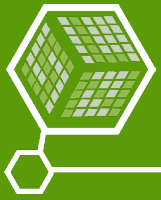
- Know your competitors
- Novel products typically do have competitor’s products that precede them
- Highlight how your technology differentiates itself from competitors



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

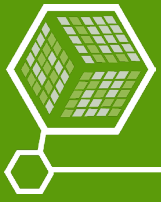
- **Summarize Near-term and Long-term Strategy**

- 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

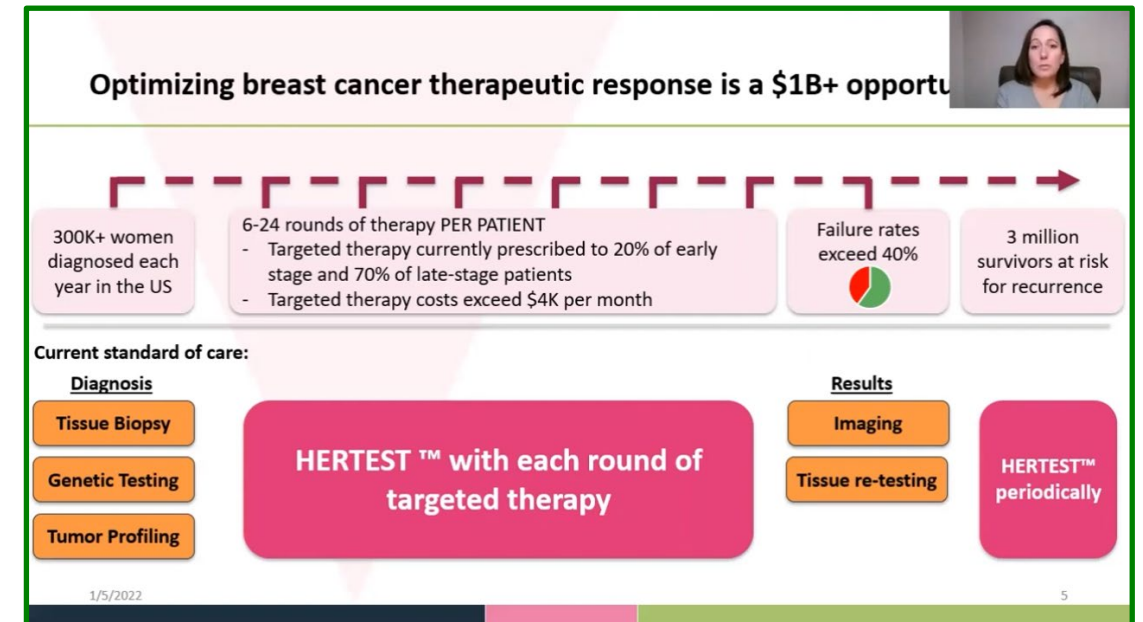
- **Provide Enough Information But Don't Go Overboard**

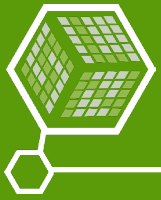
- A paragraph or two should be enough for your “Company Description”
- Your pitch deck and executive summary should complete your application and address the issues discussed above



4-Minute Presentation

- 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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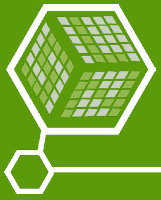
Potential topics could include:

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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