



LIFE SCIENCE NATION

Connecting Products, Services & Capital

Early-Stage Fundraising 101: Tagline & Elevator Pitch

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VP of Investor Research, Asia BD

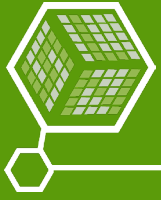
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Agenda

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- Life Science Nation (LSN) Introduction
- Tagline Overview – breakout session
- Elevator Pitch Overview
- Audience Q&A

INVESTOR DATABASE

10,000+ early-stage life science investors representing several thousand 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



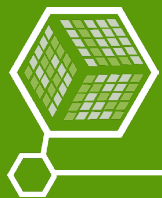
2,500-3500+ Virtual Partnering
Meetings



Participants from **30+** Countries



3 days of uninterrupted partnering



Know Your Audience

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LSN tracks 10 different
categories of investors:

Angel

Corporate Venture Capital

Endowments/Foundations

Family Office/Private Wealth

Government Organization

Hedge Fund

Institutional Alternative Investor

Large Pharma/Biotech

PE

Venture Capital



And More...



RESI Conference At A Glance

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



200+ Startups



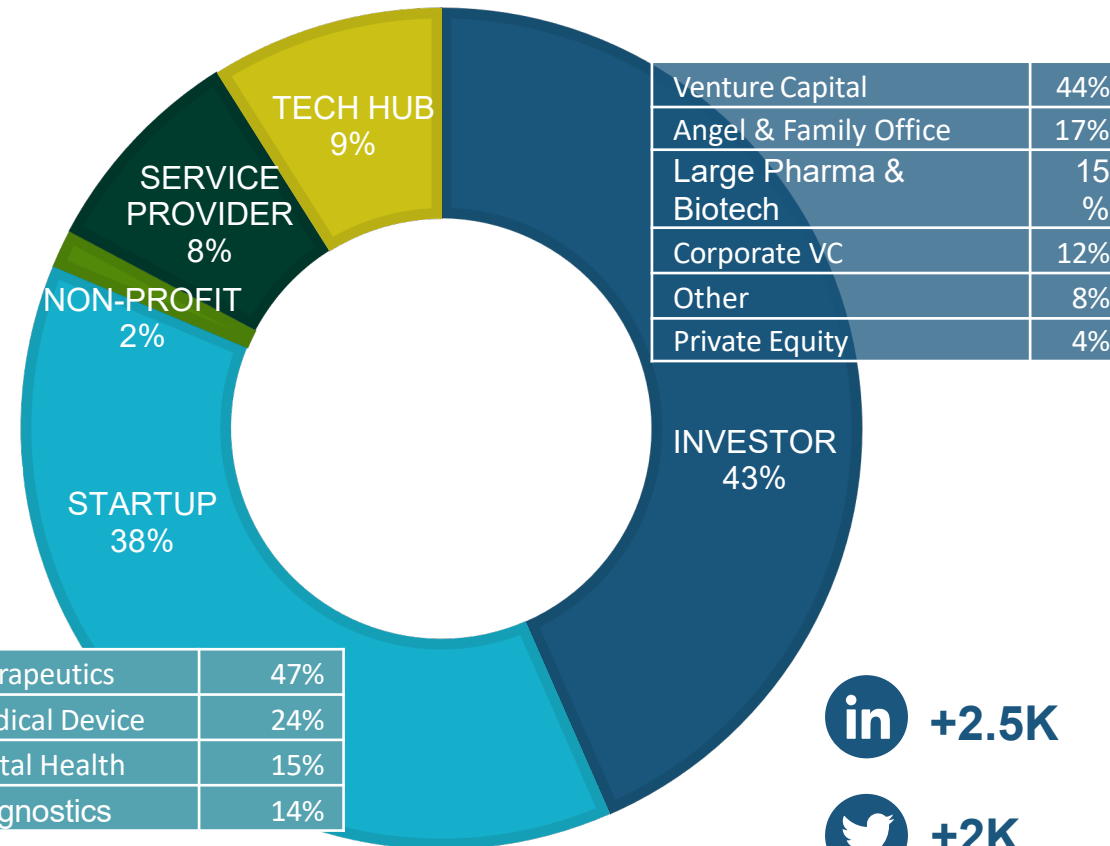
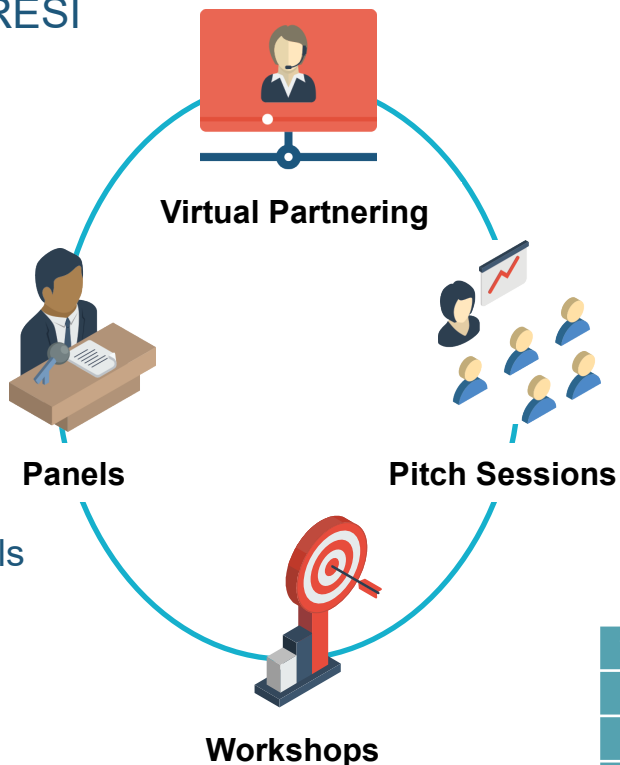
300+ Investors



12+ Live Investor Panels and Entrepreneur Workshops

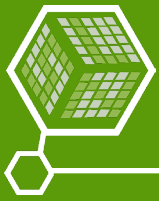


50+ Pitch Slots



in +2.5K

tw +2K

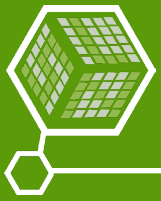


Digital RESI March Agenda

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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?

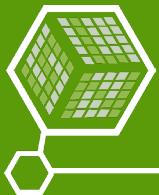
- **Drugs, Devices, Diagnostics, Digital** health (4 Ds) and R&D Service startups
- Raising Seed capital (\$25K – 2M), Series A (\$2 – 10M), or Series B (\$10 – 50M)

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

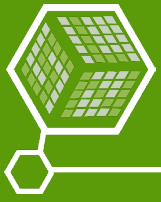
At [Digital RESI June](#), nearly 50 life science and healthcare startups participated in the [Innovator's Pitch Challenge \(IPC\)](#), a unique pitching opportunity for early-stage companies in therapeutics, medical device, diagnostics, digital health, and R&D/services sectors.

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

Pitch Video

Executive Summary

Slide Deck



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>

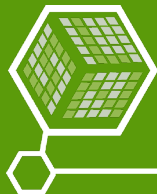
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**Tagline: Foundation of Your
Message**

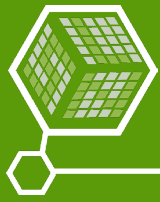


Building Your Brand through Consistent Messaging – “Get Your Story Straight”

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

Marketing Collateral	Purpose	Length
LOGO	Visually represents your company brand	/
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
EXECUTIVE SUMMARY	Briefly conveys opportunity in clear and concise manner	1–2 pages
TEAR SHEET	Highlights key information in a fact sheet	1 page
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



Tagline

Leaving a Good First Impression

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Your First Sentence Introducing Your Company



5-8 words



Ethismos
Research Inc.

Novel Multi-Modal Therapeutic for Prevention of Chronic Pain

An Entrepreneur Should Be Able to
Describe Their Company in 5-8 Words



**A Good Tagline Can Leave
A Good First Impression**



Tagline

How To Start?

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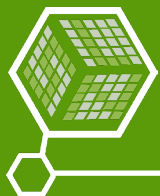
Crafting A Brief Tagline Can Take Many Iterations

**Tagline
Should
Address:**

*Technology
Modality*

*Indication
Procedure
Addressed*

*What makes
the technology
unique?*



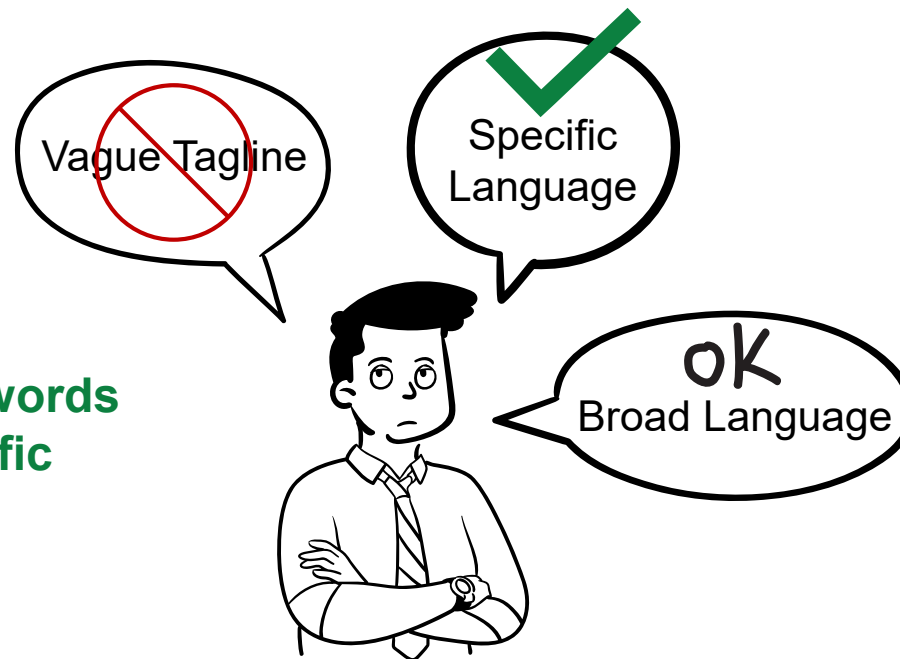
Tagline

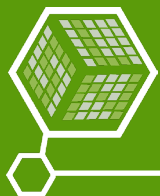
A Vague Tagline Leaves No Impression

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EXAMPLE	TAGLINE	COMMENTS
VAGUE	"Innovate, Design & Optimized" "Expanding Boundaries in Drug Discovery" "Creating the Future of Oncology"	Little-to-no context if provided to the reader, resulting in a vague description that could be used for almost any company in life science.

- A vague tagline gives investors no real idea what your company does
- Using broad language with buzzwords may sound good, but more specific language is better





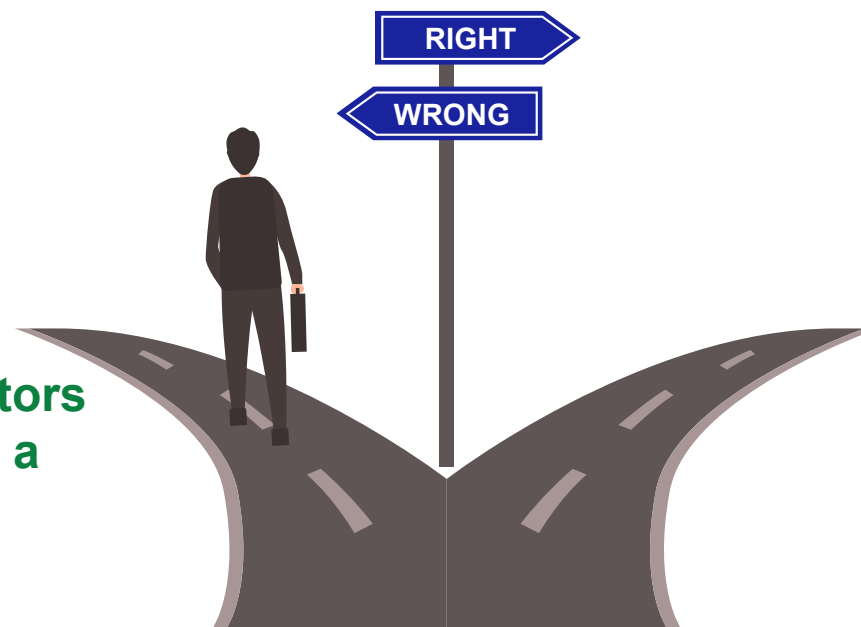
Tagline

General Taglines Hint, But Don't Help

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EXAMPLE	TAGLINE	COMMENTS
GENERALIZED	"Taking the Pain Out of Bladder Cancer"	The reader is left with only the most basic understanding of the technology or indication that the company is developing, resulting in a less powerful statement.
	"Next Generation Protein Therapeutics"	
	"The Gold Standard in Vaccine Technology"	

- A general tagline may hint at the technology or indication, but lacks specificity
- Can be counterproductive, as investors may get the wrong impression from a general tagline





Tagline

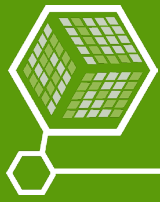
Distilling Company Identity into a Single Line

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EXAMPLE	TAGLINE	COMMENTS
COMPELLING	<p>“Novel Multi-Model Therapeutics for Prevention of Chronic Pain” (Ethismos)</p> <p>“Epigenetic Medicine Regulating Cancer Genes” (Reglagene)</p> <p>“First-in-class serotonin receptor modulators for treating Fragile X Syndrome” (Seropeutics)</p> <p>“Scaling Production of Microbial Medicines with Synthetic Biology” (Terra Bioforge)</p>	<p>Each tagline summarizes the unique value proposition of the company and is crafted to provide the reader with contextual framework for all additional information.</p>

- A specific tagline in a few words gives investors a very good idea of the technology and the company
- Very quickly engage and know if this matches their investment mandate





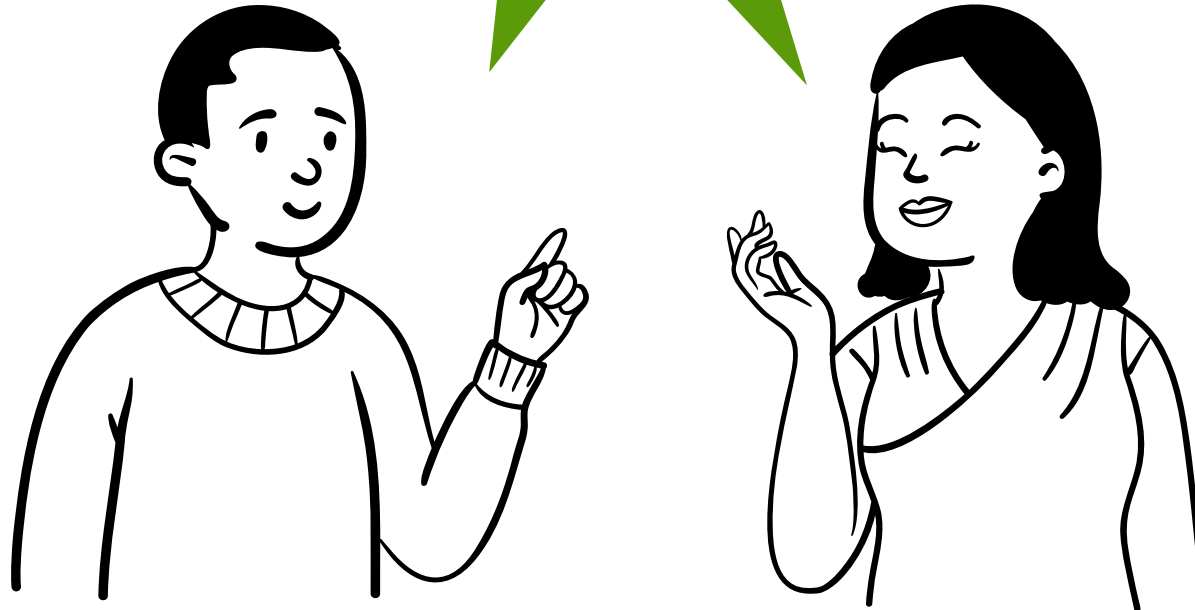
Tagline

Breakout Session

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Interactive Exercise

Use the Raise Your Hand feature or type
your tagline in the chat!

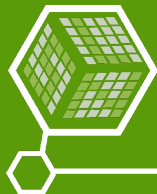




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The Elevator Pitch

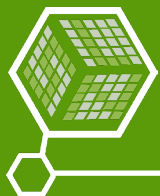


Building Your Brand through Consistent Messaging – “Get Your Story Straight”

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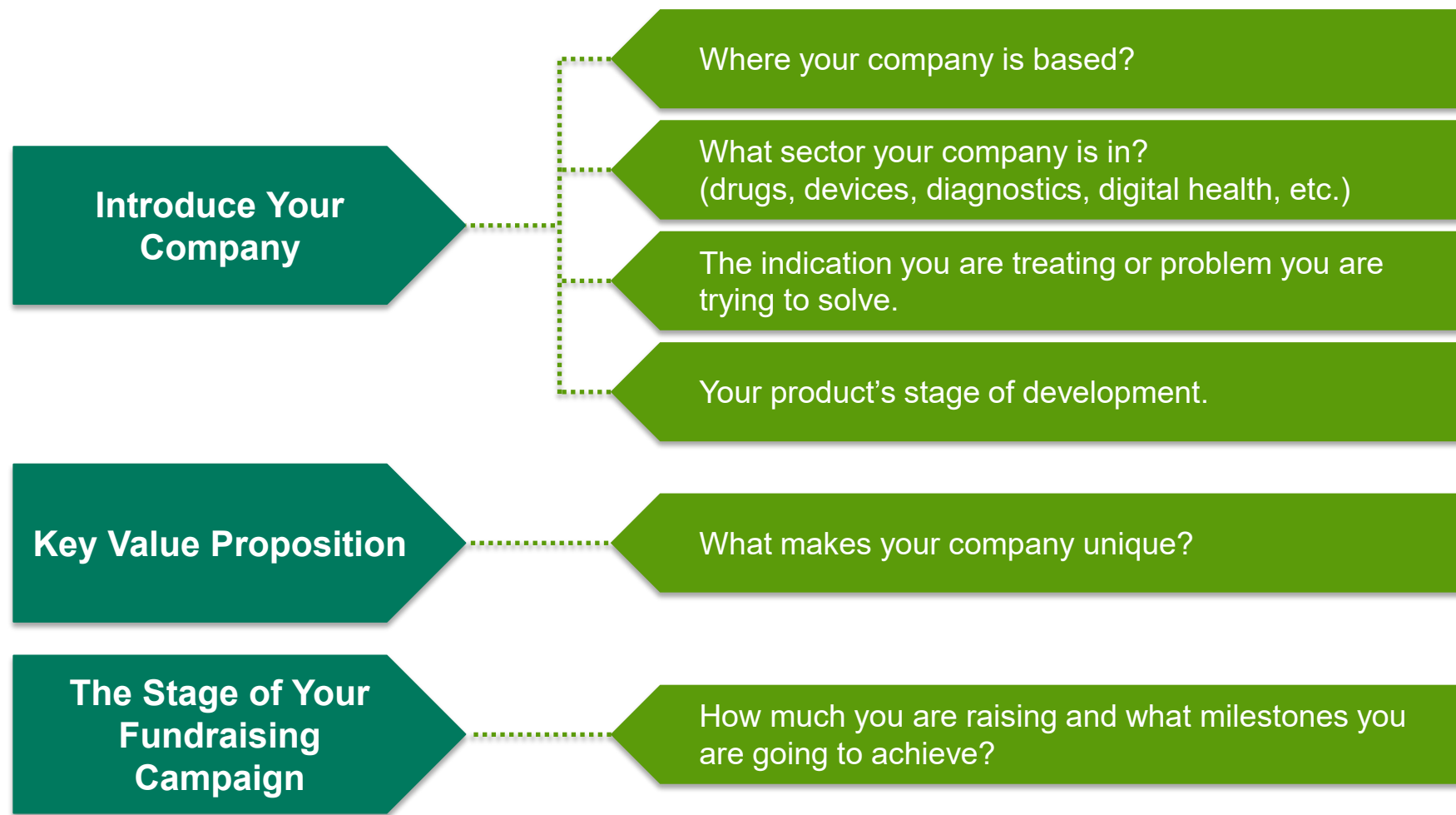
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Elevator Pitch

What to Include in Your Message

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Elevator Pitch

Describe Who You Are and What You Do in 5-7 Sentences

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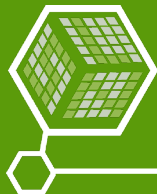


Good Example



Reglagene is a preclinical stage therapeutics company developing a breakthrough therapy for the safe and effective treatment of glioblastoma, the deadliest brain cancer. Reglagene has built an efficient drug development engine that interweaves internal R&D capabilities with renowned global CRO service providers (Viva Biotech, WuXi, and Reaction Biology) and academic partners (University of Arizona, TGen, and the Huntsman Cancer Center). This engine enabled the design, manufacture, and testing of over 800 molecules to identify an orally administered, safe, potent, cancer medicine that works through inhibition of tubulin, the number one clinically validated target in the history of cancer therapy.

We are raising a Series A round of \$6M to take our lead candidate to the clinic and expect to complete IND-filing by Q3 of 2023. At this current time, we are evaluating lead investors and are looking for other investors to co-invest as part of a syndicated deal.



Elevator Pitch

Describe Who You Are and What You Do in 5-7 Sentences

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Good Example



Ethismos has developed a breakthrough drug candidate, amitifadine, that prevents an irreversible acute to chronic neuropathic pain transition that affects 1 out of 2 patients in the months following breast cancer surgery. Amitifadine, a triple reuptake inhibitor, modulates the brain's physiological reactions to pain by targeting the brain serotonin (5-HT), norepinephrine (NE) and dopamine (DA) pathways to prevent the acute to chronic pain transition. We hope to not only prevent the transition from acute to neuropathic pain following breast cancer surgery but reduce the reliance on highly addictive opioids.

We are raising a Seed round of \$3M to complete further pre-clinical studies and prepare our lead candidate for IND-filing. We are open to speaking with both lead investors and co-investors to complete our Seed round.



Elevator Pitch

Describe Who You Are and What You Do in 5-7 Sentences

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XF Bio is developing a novel small molecule therapy to address the autolysis of insulin-secreting β -cells by autoreactive CD4 and CD8 T cells in idiopathic Type 1 Diabetes. By binding to the ζ -heterodimer of the TCR, the small molecule will inhibit activation of the T cell and stop the progression of the downstream processes involving the NF- κ B complex and ERK molecules. By inhibiting T cell activation, XF Bio hopes to transform the autoinflammatory environment in the pancreas and offer a novel therapeutic avenue for idiopathic T1D patients. We are raising a \$10M Series A to bring the therapy to the clinic and believe our approach will disrupt the industry.

Altumus Diagnostics has developed a groundbreaking diagnostic test that will be able to change the standard of care worldwide for early-stage cancer detection. Using Deep Learning and AI, patients will be diagnosed earlier and with better accuracy to prevent the severe morbidities associated with cancer. Altumus Diagnostics is composed of leading experts in their respective fields and welcomes partnerships from any interested parties.



Elevator Pitch

When Does Your Elevator Pitch Come into Play?

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**Initial Email
Outreach to
Investor**



**'Quick Pitch'
Situations Where
You Have 1min or
Under to Introduce
Your Company**



**Introduction at the
Beginning of Your
Executive Summary**



Thank you for joining today's webinar!
Reach out to RESI@lifesciencenation.com to learn more about how we can help with your fundraising efforts.

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