



LIFE SCIENCE NATION

Connecting Products, Services & Capital

It All Starts with The Story

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Life Science Nation Products and Services

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& Capital



LSN Investor & Licensing
Partner Database
(Server)



LSN GPC Client
Salesforce App
(Client)

LSN Business
Development Database



RESI REDEFINING
EARLY STAGE
INVESTMENTS



5 Times a Year

January – RESI JPM
March
June

September – RESI Boston
November



1,000+
Participating Attendees



2500 – 3500
Partnering Meetings



Participants from
30+ Countries



3 Days of
Uninterrupted Partnering



Entrepreneur
Education
Classes



Seminars &
Workshops

Branding & Messaging

Sourcing Technology
Assets for Partners

LIFE SCIENCE NATION
 PUBLICATIONS

 **LifeSci**
Startup (Daily)

NEXT PHASE»
(Weekly)

TECH HUB MONTHLY
(Monthly)

THE LIFE SCIENCE
EXECUTIVE'S
FUNDRAISING
MANIFESTO

by Dennis Ford





The Entrepreneur and Innovation

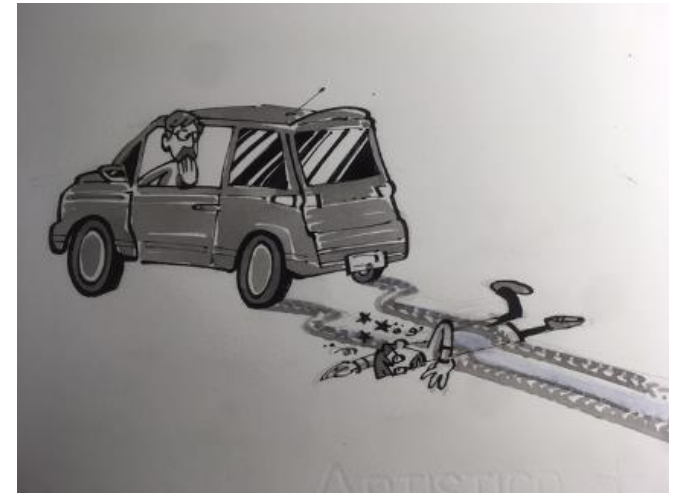
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Jumping Out of an Airplane Without a Parachute

- Starting an entrepreneurial enterprise chances are it is going to fail.
- The odds are really bad 1/10, 50% fail in the first 5 years, 90% in the first 10.
- The trick is to start!
- Eventually as you do more and more entrepreneurial endeavors you learn from each one.
- Entrepreneurs need to learn how not to kill their company.

It all starts with a story

- Fun Fact: The most successful entrepreneurs are always the best storytellers
- Entrepreneurs must do two things immediately: find your voice and start telling your story
- Startup founder or fundraising CEO, need to develop a natural way to formulate your company's story, so that you can effectively get partners, funders, and other key supporters on board.



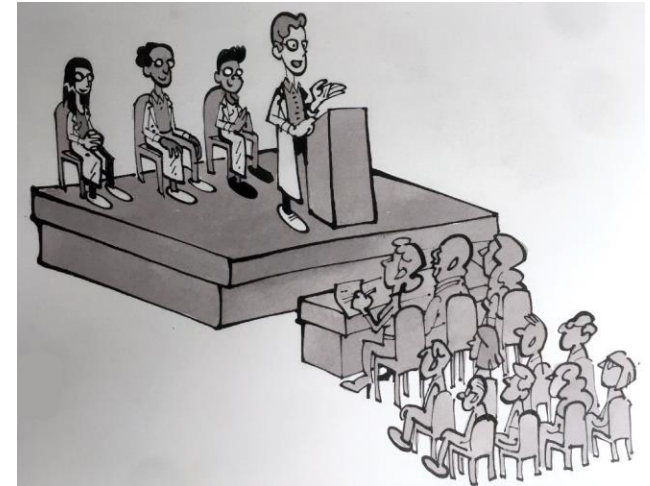


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Finding Your Voice

- Finding your own individual voice, and then using that voice to tell a compelling story. To do this, you need to start talking and practice, practice, practice.
- This may seem daunting to some, especially those of you who have spent most of your lives doing research, focusing on your field of study, and either hate public speaking or are woefully out of practice at it.
- Talking and presenting is something you've got to start getting comfortable with if you want to grow your business.



The Real You and Your Authentic Self

- Being the real you. Being authentic. Finding your voice. This is what really matters in life—and in business.
- Being an entrepreneur starts with finding and connecting to your inner voice, and then using that voice to tell your very own personal story.
- If you can tell a great story that differentiates you and your company from everyone else, you will stand out.



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The Battle with Balancing Authenticity

- You have your domain of expertise but when you choose to be a startup entrepreneur you have to leave your silo and broaden your scope.
- Understanding that being too deep in your silo makes you out of context.
- The “Experts Conundrum” too authentic and can’t get out of his/her own way!

Building Your Story

- Everyone has a story to tell but it's not easy to find , learn and tell it.
- The goal is to make it bullet proof enough so that its stands on it own and anyone in your company can tell it.
- When you hone it down it can be a compelling tool that nets out your company’s position and value and gets you meetings.
- What got you and to this place and time with this company? What happened when? What was the epiphany? Do not try and control or tell what you think someone wants to hear. Let the story will surface.





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Entrepreneurial Agency

- All founders are essentially “change agents” by their very nature of starting up new endeavors and creating new products. Entrepreneurial agency at its heart is the ability to shape and determine one’s own destiny and by doing so making an outsized impact.
- Partners are always on the lookout for founders that leave an indelible impression, that move people with their enthusiasm, that strike a chord, that are unique and stand out amongst the crowd. Whatever that “it” is, they have it!
- Entrepreneurial agency, although hard to define “you know it when you see it”.
- Entrepreneurial agency is that combination of focus, determination and knowing.
- Yes, there is leadership and vision that undeniable belief, force, heading in the right direction state.
- We can pick out all the famous humans who are considered forces of nature and we can say they all had their fair share of agency.
- Think about your entrepreneurial agency and becoming a force of nature for your company.





A Process for Telling Your Story

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To successfully bridge the gap from academia to startup and move into the business development domain, scientist-entrepreneurs must be able to tell their company story through a cogent set of marketing materials.

This process consists of being able to tell your company story through different modalities:

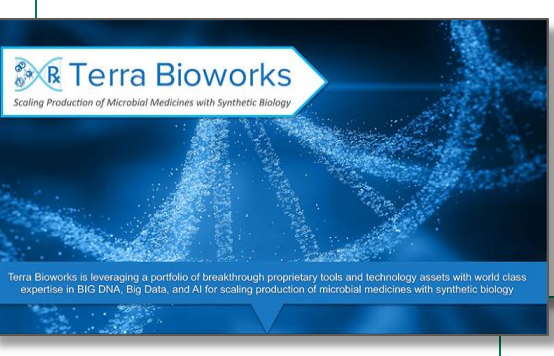
Tagline	5-7 words
Elevator Pitch	5-7 sentences
One-Pager	Using the elevator pitch in a one-pager to describe your company structure and team.
Executive Summary	Teasing out your own unique and compelling story in a two pages
Slide Deck	Using the executive summary to as the first half and focusing the second half on your specific value combination, be it your technology/ team / market position / competitor differentiation etc.



LOGO

TAGLINE (6-8 words)

ELEVATOR PITCH (5-7 sentences)

[illegible]

Terra Bioworks
Scaling Production of Microbial Medicines with Synthetic Biology

Terra Bioworks is leveraging a portfolio of breakthrough proprietary tools and technology assets with world class expertise in BIG DNA, Big Data, and AI for scaling production of microbial medicines with synthetic biology

Appendix



LSN Has Developed a Process for the Continuity of Messaging

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- Tagline: Netting out your core value and product segment 5-7 words
- Elevator Pitch: Explanation of who you are, where you fit, technology, and market differentiator, dollar amount/round 5-7 sentences
- You should be able to get a meeting if a buy-side partner reads these two pieces of content.
- Develop the narrative into a compelling, easy-to-understand, precise story.
- Across the three modalities, Executive Summary, Tear Sheet, Pitch Deck
- We cannot legislate who will read what, BUT we can make sure the key messaging is across all your marketing material.



The Value This Story Imparts

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Marketing collateral is aimed at potential partners

Different investors and partners prefer to review different pieces of marketing collateral. It is essential therefore to develop your core marketing materials (the **one-pager**, the **executive summary**, the **slide deck**) and give them to your audience so that they can choose which one they want to review.

Some investors will want to only look at a slide deck

Others will prefer an executive summary and a one-pager

Some partners will even prefer to look at all three

Each piece of marketing collateral tells the consistent story of your company, so as soon as you get your story straight and give your marketing materials to a partner who is a right fit, you should be able to get a meeting.



Finding your Voice and Developing your Narrative for Different Players

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Finding Your Voice

Netting out your value and being able to deliver it in such a way that you can do it in 5-7 words, 5-7 sentences, all the way through to your slide deck.

You must be multi-lingual; this is to mean you must be able to speak different languages within the context of a deal.			Language Required
Gatekeeper		Knows what the investment firm is looking for, but not an expert in the end product - they are vetting the opportunities	General
Navigator		Understands more specifically the configuration of the technology they are looking for – the BD person	Technical
Evaluator		This person will own the project, most likely be a Ph.D., and will have advanced scientific knowledge	Advanced Scientific
Decision Maker		The one who does a deal. This person will speak a heavily business-centric language involving financials, commercial aspects, metrics, market etc.	Business



Language Tools that Refine Your Hook

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Successful marketers charge a lot of money for their skills with language, and whilst you may have the opportunity to work with one, here are some tips:

Comparisons – can help lock into your story and your company's core value, simplifying a conversation around context and why someone should pay attention to you

Metaphors/Similes – drawing a link between a literal thing (your product that the audience doesn't quite understand yet) and a figurative thing (something the audience understands well)

Parallels – drawing a line between your company and well-known product or service

Aphorisms – “I was drawn to this area” “I was always curious” “I had an epiphany about...”





Finessing Your Story

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This revolves around presenting your unique product in such a way that is easy to understand to new investors and partners



- Many entrepreneurs make the mistake of over-inflating their product's value, wanting to pitch the company in a way that makes it almost too good to be true
- That being said, the flipside can be just as damaging if you understate the potential of a new product or technology

Whether your innovation is iterative or breakthrough, being forthright about your company's core value is essential



Drawing the straightest line between A (where you are) and B (where you are going) is part and parcel of being a successful entrepreneur



Investors Bet on The Team

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Technology is important, as well the unmet need you are addressing, the **market size**, the **potential ROI of an allocation etc.**

However, when investors are signing a co-development contract, agreeing to a distribution arrangement, or even writing a check, they are **ultimately betting on the team** as well

When an investor sees that everyone on your team is **behind you, believing** and **sharing** in your story, they will be inspired to work with you

An allocation or investment is commonly referred to as marrying an investor as this will be a partnership that can last **10-15 years**

Therefore, it is important to show them that you have a complimentary and augmenting team that will help take your product to the market and ultimately build a good and profitable relationship with that investor or partner





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Thank you for listening!



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