



## The Global Tech Hub Gathering at RESI

The Life Science Nation investor and strategic partner network is looking to meet with regional tech hub constituents to understand the local technology assets and innovation landscape. The Redefining Early-Stage Investments (RESI) conference series is an excellent opportunity for the earliest stage startup founders to book partnering meetings and pitch to hundreds of global investors. We offer unique deals to add value to incubators, accelerators, tech transfer offices, universities, hospitals, research labs, and their fundraising constituents.

# TECHHUBS NATION OF Connecting Products, State of the Connecting Products,



### **About RESI**

The Redefining Early Stage Investments (RESI)

conference series connects start-ups and early-stage investors and strategic channel partners. RESI maximizes fundraising companies' efforts to find partners who are a fit for their technology and stage of development.

RESI is uniquely cross-border and cross-domain, connecting start-ups with global investors across the silos of drugs, devices, diagnostics and digital health. RESI caters to both the earliest stage start-ups, those seeking grants, seed and angel capital, and the early-stage firms who seek series A and B funding. RESI is a unique and powerful tool for sourcing assets and advancing innovation across early-stage life science and healthcare.

**Learn More about RESI** 

Tech hub constituents are also eligible for the special **Audience Access** ticket at any Digital RESI conference, allowing attendees access to all live sessions without partnering credentials. Audience Access is \$250 for one (1) pass.

## **Tech Hub Offers at RESI**

Connecting Products, Services & Capital

**Eligibility:** Startup constituents who've raised less than \$2M to utilize these offers at a Digital or Hybrid RESI conference.

Hybrid Offers for Tech Hub and Constituents
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	Standard	Tech Hub Offers
Standard 3-Day Ticket	\$1,795	\$898
IPC Package	\$2,495 (1 Standard 3-Day Ticket + 1 Pitch Slot)	\$2,495 (2 Standard 3-Day Tickets + 1 Pitch Slot)

### Digital Offers for Tech Hub and Constituents\*

	Standard	Tech Hub Offers
Standard 3-Day Digital Ticket	\$1,195	<b>\$598</b>

<sup>\*</sup>Audience Access Tickets (no partnering) \$250 per person \*No Discounted IPC Pitch Fee for Digital RESI

Complimentary Tech Hub Staff Registration After Purchase of One Discounted Registration from Constituent Company and Tech Hub Promotional Materials



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### **Sponsorship**

Life Science Nation offers unique and valuable opportunities to extend brand visibility and advance reach to startups, investors, and strategic partners through annual sponsorship. Contact us to book a meeting to discuss your unique needs and how to reach your goals through sponsorship.

### **Digital Package**

- \$1.5K per RESI
- Dedicated Webpage
- Logo Feature
- Newsletter banner ad
- Two (2) free tech hub staff registration at any digital RESI conference
- 50% constituent registration at any digital RESI conference
- Dedicated Pitch Session (4 companies min.) Company pitches + 10-min for tech hub representative to promote program (Pitch fee not included)

#### **Hybrid Package**

- \$2K per RESI
- Dedicated Webpage
- Logo Feature
- Newsletter banner ad
- One (1) free tech hub staff registration at any hybrid RESI conference
- Dedicated Pitch Session Option 1 (3 companies max.)
   Company pitches + 10-min for tech hub representative to promote program (Pitch fee not included)
- Dedicated Pitch Session Option 2 (4 companies max.)
   Company pitches + 1-min for tech hub representative to promote program (Pitch fee not included)
- Physical exhibition space/table at any hybrid RESI conference



### **Group Fundraising Package**

Fundraising is a numbers game, and it's important to identify all the potential investors around the world who are a fit for a startup's size, cost, industry sector, and term of investment. The type of funds ranges from grants to equity investments, but a strong relationship with investors will immensely benefit your fundraising journey altogether.

This program targets super early-stage life science startups who lack the proper funds to purchase a normal annual subscription to LSN's **Investor Database** but are determined to grow their company and network by perfecting their pitch, selling their story, connecting with investors, and securing the best investments.

### Benefits Include:

- \$2,000/startup
- Min. Three (3) startups/tech hub
- Eligible for startups raised under \$2M
- 4-month LSN Investor Database access (value \$6,995)



Active Investment Mandates

Direct
Contact
Information

**Run Sample Search** 

# TECHHUBS LIFE SCIENCE NATION Connecting Products, Services & Capital

### Free 1-Hour Workshop Series

#### Fundraising Bootcamp: Avoiding Pitfalls and Improving the Odds

This workshop is designed to help scientist-entrepreneurs navigate the world of fundraising. It starts out by debunking some commonly held misconceptions about early-stage startups and fundraising, followed by tips on how to improve your chances and increasing investor visibility.

#### **Branding & Messaging: From Seed to Series B**

Telling your company story through a cogent set of marketing materials is essential. This workshop covers finding your voice and entrepreneurial agency, how to set up investor meetings, contents of emails/messages to investors, and what to expect when initiating a global partnering campaign.

#### **Social Media for the Fundraising Entrepreneur**

Is social media relevant for fundraising entrepreneurs and is it possible for someone who doesn't use it to apply it successfully to an early-stage campaign? Yes! Learn the foundations of using social media to build a network, communicate company story, and foster important connections.

#### **Strategies for Successful Partnering**

This workshop helps connect entrepreneurs with the skills needed to succeed in a raise and growth. This workshop prepares founders with tried-and-true tips to make partnering experiences exceptional, letting technology, product, and team take center-stage in investor meetings.

#### **Preparing to Pitch at RESI**

The Innovators Pitch Challenge (IPC) is one of the most popular sessions at RESI with both startups and investors alike and is an incredible platform for fundraising executives to highlight why their pipeline should be an investor's top choice and participate in a live pitch competition with Q&A included. This preparation workshop covers the fundamentals of undertaking a successful pitch, such as a compelling application, an effective elevator pitch, and potential questions to field from investors.

#### **RESI Partnering 101**

Designed for registered attendees, this is an in-depth look at the RESI partnering platform, showing how to get the most out of RESI attendance. It highlights how to set up a compelling profile, how to view and identify investor targets for meeting requests based on RESI's unique platform, and how to maximize their success through follow ups. This workshop also provides a framework for participants to engage in successful partnering activities during their fundraising campaigns.



### **Entrepreneurial Immersion Courses**

**Life Science Nation** has developed course offerings dedicated to helping the earliest stage tech hub constituents to build their branding, messaging, investor outreach strategy, global target list, and so much more.

The courses are based on LSN's ten-year history working directly with scientist-entrepreneurs to bring their technology to the global arena, which can be treacherous for early-stage life science entrepreneurs. The course structures range from a free half-day introduction giving entrepreneurs a detailed look at what they need to launch their startup entity, and then builds on these principles in both a two-day and three-day model that goes in-depth and provides hands-on mentorship and interactive practice in pitching a startup and telling an effective company story.

Take advantage of LSN's history in effectively preparing entrepreneurs for the ride of their lives into early-stage life science fundraising and beyond.

### Let's Connect!

If you're interested in hosting one of LSN's entrepreneurial immersion courses, contact me to ensure that your constituents get the best deal for their needs and future growth.



Alexander Vassallo
Business Development Manager
West Coast
Entrepreneurial Education Lead
Life Science Nation
Email
Book a Meeting



## Launching and Funding Startups: Seed to Series B Free (Half-Day or Full-Day Options Available)

Life Science Nation (LSN) has developed a free half-day course, Launching and Funding Startups: Seed to Series B, to help give aspiring scientist-entrepreneurs the tools and tips needed to successfully launch a life science company and begin interacting with target partners. The course will cover several fundamental entrepreneurial concepts such as how to launch a startup entity and perform entrepreneurial due diligence, branding and messaging and the importance of telling a cogent company story through multiple modalities, and the Ten Myths of Fundraising.

This course can be complemented by an optional afternoon session (bringing the course to a full day) where LSN staff will work directly with companies to help review their non-confidential materials, perform a competitive landscape analysis, and generate a global target list of investors. The course has been designed for aspiring scientist-entrepreneurs and fundraising executives. Important criteria for participants who will get the most out of the course include a genuine interest in entrepreneurship, a desire to effectively translate scientific research, and the willingness to undertake the journey into the commercial arena.

#### **Topics Include:**

- How to launch a life science startup, structure your
   organization, mitigate the risks that early-stage life science firms face, and perform entrepreneurial due diligence
- The importance of developing your company's branding and messaging in a tagline, elevator pitch, one-page tear sheet, executive summary, and pitch deck
- How to navigate the pitfalls that commonly catch first-time CEOs off-guard and to speak both languages that are required to be a successful life science entrepreneur: business and science
- How to generate a global target list of partners, investors,
   collaborators, and licensing channel partners that are a fit for your current stage of development and particular product or service.
- The Ten Myths of Fundraising and how to interact with
   different categories of investors providing the capital to fuel the growth of your startup



## Mapping the Landscape of Strategic Partners for Your Startup (1-Day)

Mapping the Landscape of Strategic Partners for Your Startup is a one-day course for aspiring scientist-entrepreneurs and fundraising executives who have either launched early-stage startup companies (ranging from Seed to Series B of <\$50M) and will be actively seeking partners for capital, joint product collaboration and licensing distribution deals, or have an idea that may be the nascent beginning of a life science startup entity.

The course will cover a tactical to-do list for the early-stage entrepreneur and participants will be equipped with the tools that are needed to execute a global fundraising campaign. Core skills will be covered including learning how to generate a global target list (GTL) of partners, how to use a customer relationship management (CRM) tool to manage this list, and how to leverage email and phone canvassing to effectively communicate with your target partners. The course will finish with a Tales from the Road (TFTR) panel that will involve seasoned entrepreneurs in the Life Science Nation network sharing their experiences of their fundraising journeys and launching life science startups.

\$1,400/company
Min. 10 companies

#### **Topics Include:**

- How to navigate the pitfalls that commonly catch first-time
  CEOs off-guard and being able to speak both languages that are required to be a successful life science entrepreneur: business and science
- How to create a network of global alliances through social and business media, and plug into regional and global accelerators, incubators, and governmental programs for launching your startup
- Mapping the competitive global landscape to truly elucidate the value of your unique story and developing a compelling narrative that would aid you in opening doors on your partnering journey
- Developing a global target list of partners, investors, collaborators, and licensing channel partners that are a fit for your current stage of development and particular product or service.
- Using CRM tools and canvassing techniques to initiate
   partner dialogue, foster and grow partner relationships and understand the art of follow-up

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## Preparing for Your Global Fundraising Roadshow (2-Day)

Preparing for Your Global Fundraising Roadshow is a two-day course for aspiring scientist-entrepreneurs and fundraising executives who have launched early-stage startup companies (ranging from Seed to Series B of <\$50M) and will be actively seeking partners for capital, joint product collaboration, and licensing distribution deals. Entrepreneurs will learn the fundamental business development and marketing skills to formulate a company theme, create a corporate brand with appropriate messaging, and market your firm to investors and strategic partners within the life science arena. Each day will consist of specific content, lessons through real-world exercises, and training on how to use the proper tools to aid the launching of your startup entity.

\$3,500/company (2-day option)

Min. 10 companies

## Preparing for Your Global Fundraising Roadshow (3-Day)

The third day of the Preparing for Your Global Fundraising Roadshow course will focus on helping participants to map the landscape of strategic partners for their startup entities and provide them with the tools they need to execute a global fundraising campaign. The morning will cover a tactical to-do list for the early-stage entrepreneur which includes how to launch a company and how to navigate the pitfalls that first-time CEOs will inevitably face. This will then transition into learning how to generate a global target list of partners, how to use a customer relationship management (CRM) tool to manage this list, and how to leverage email and phone canvassing to effectively communicate with your target partners. The third day will finish with a live shark tank.

\$4,500/company (3-day option)

Min. 10 companies

- Each course ticket includes two (2) passes for one business development executive and one scientific executive.
- 2-Day participants will also receive an upcoming hybrid or Digital RESI standard ticket
- 3-Day participants will also receive an upcoming hybrid or Digital RESI standard ticket with a premier partnering upgrade
- 2- and 3-Day courses includes 50% discount on Innovator's Pitch Challenge (IPC) pitch fee





















































































Contact us to book a meeting to discuss your eligibility, unique needs, and how to reach your goals through our special tech hub offerings.

We hope you'll take advantage of these deals and see the value LSN has to offer both tech hubs and their early-stage constituents.



Erika Wu
Business Development Manager
Global Tech Hubs
Life Science Nation
Email
Book a Meeting



