



# LIFE SCIENCE NATION

Connecting Products, Services & Capital

## Preparing for the Innovator's Pitch Challenge (IPC)

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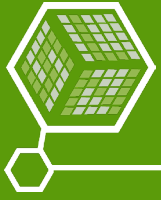
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# Agenda

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*Connecting  
Products, Services  
& Capital*

- I. Life Science Nation (LSN) Introduction**
- II. RESI Innovator's Pitch Challenge (IPC) Overview**
- III. What Makes a Good Presentation?: Tips on Pitch Materials**
- IV. Preparing for Investor Questions**



## 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

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

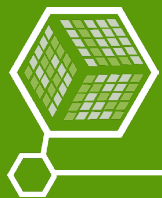


**3** days of  
uninterrupted  
partnering

## 2023 RESI CONFERENCES

RESI JPM San Francisco	January 10-12, 2023
Digital RESI March	March 14-16, 2023
RESI Boston June	June 5-7, 2023
<b>RESI Boston September</b>	<b>September 18-20, 2023</b>
RESI November (TBD)	November 2023





# Know Your Audience

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LSN tracks 10 different  
categories of investors:

Angel

Corporate Venture Capital

Endowments/Foundation

Family Office/Private Wealth

Government Organization

Hedge Fund

Institutional Alternative Investor

Large Pharma/Biotech

PE

Venture Capital



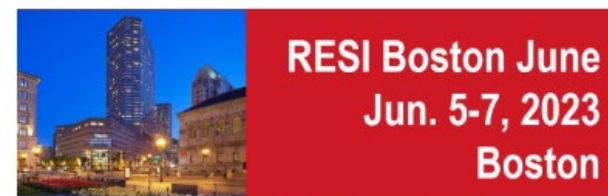
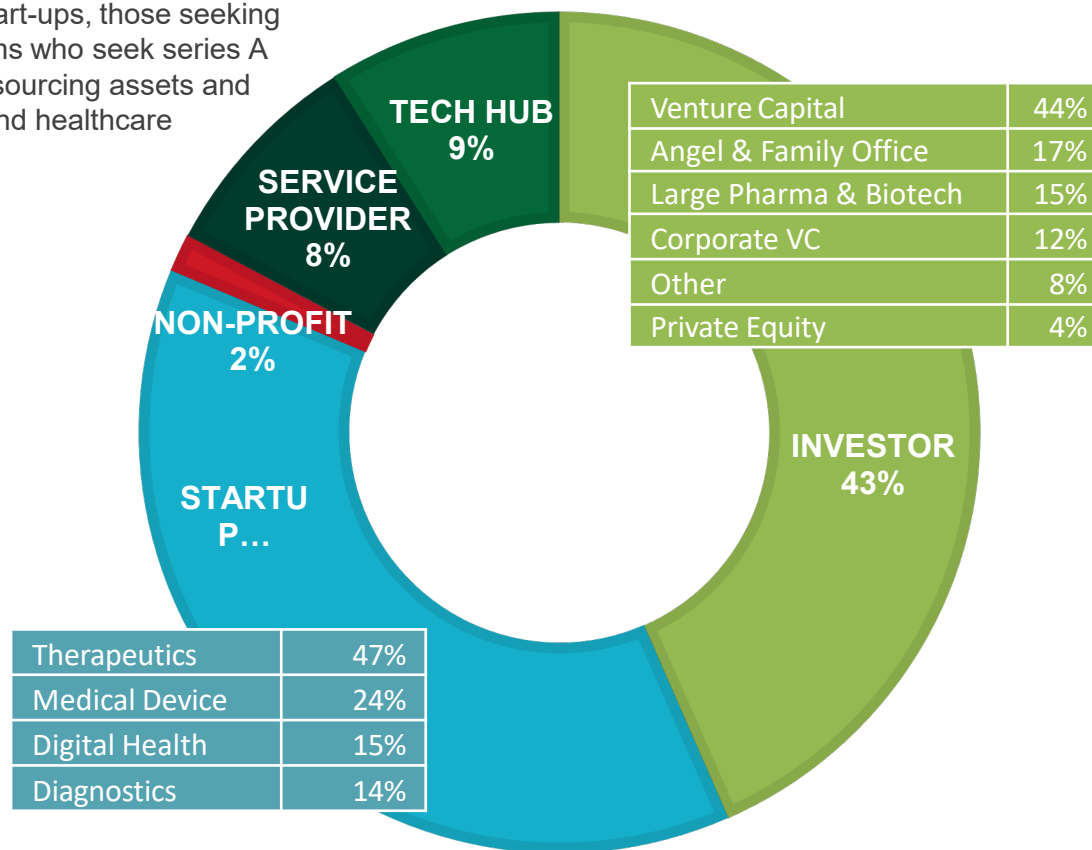
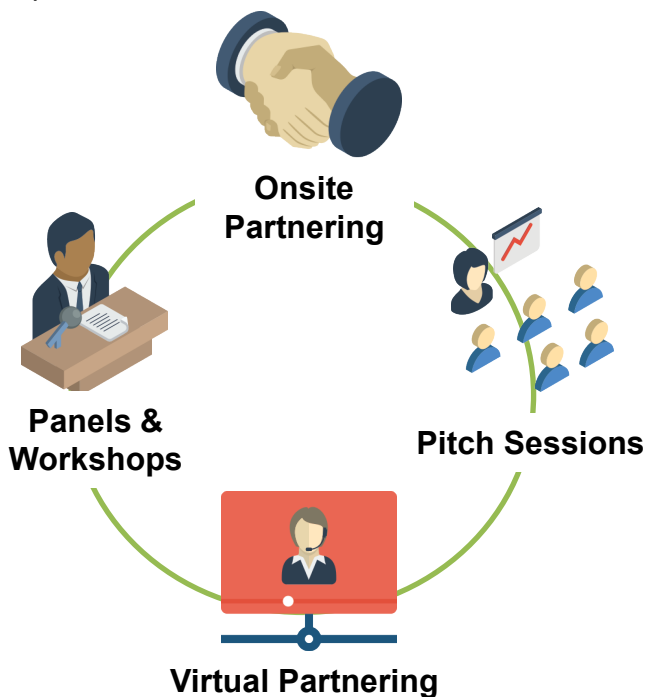
And More...



# RESI Conference At A Glance

The [Redefining Early Stage Investments \(RESI\)](#) conference series connects start-ups and early-stage investors and strategic channel partners. RESI is uniquely cross-border and cross-domain, connecting start-ups with global investors across the silos of drugs, devices, diagnostics and digital health (4 Ds). 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 companies.

Over the past decade, **400+** companies have raised **\$5B+** through **35+** RESI conferences and LSN products.



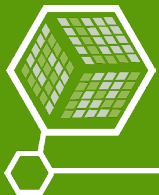
The Westin Copley Place, Boston



Boston Park Plaza



RESIConference.com



# RESI Boston

## September 2023 Agenda

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	Monday (September 18) - Boston Park Plaza				Tuesday (Sept 19)	Wednesday (Sept 20)
8AM				All Day Partnering	Non-stop Virtual Partnering	
9AM	<b>Oncology Innovation</b> <i>The Search for New Approaches to Diagnosing &amp; Treating Cancer</i>	Innovator's Pitch Challenge	Entrepreneur Workshops			
10AM	<b>Women's Health</b> <i>Investing in New Innovations in FemTech</i>					
11AM	<b>Synthetic Biology</b> <i>Recent Developments in a Multidisciplinary Space</i>					
12PM – 1PM Lunch Break						
1PM	<b>Diagnostics</b> <i>Next-Gen Tech Changing Treatment Paradigms</i>	Innovator's Pitch Challenge	Entrepreneur Workshops	All Day Partnering		
2PM	<b>Strategic Partners</b> <i>Looking Beyond Traditional Equity Investments</i>					
3PM	<b>Family Offices</b> <i>Perspectives on Early-Stage Investments</i>					
4PM	<b>AI in Healthcare</b> <i>Integrating Science and Technology to Create Disruptive Innovations</i>					





# Innovator's Pitch Challenge (IPC)

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## Who should apply?

### 4 **Ds** + R&D Service startups

- **D**rugs (Therapeutics)
- **D**eveloped **D**evelopments
- **D**iagnosics
- **D**igital Health

Raising **Seed (\$25K – 2M)**, **Series A (\$2 – 10M)**, or **Series B (\$10 – 50M)** Capital





# Innovator's Pitch Challenge (IPC)

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IPC Application Due  
Wednesday (8/9/2023)

## APPLICANT INFORMATION

Applicant 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

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? \*

Company Description (1,500 characters max) \*

0/1500

## COMPANY MATERIALS

Logo \*

Pitch Deck \*

Executive Summary \*

Back

Save

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## PAYMENT INFORMATION

My Products

☐ RESI Boston 2022 IPC Bundle Package (3-Day Registration + Pitch Fee) \$2,495.00

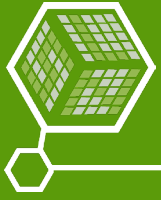
Please select if you are NOT registered for RESI Boston 2022.

☐ RESI Boston 2022 IPC Pitch Fee \$1,200.00

Please select if you are already registered for RESI Boston 2022.

Total \$0.00





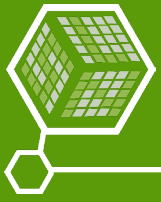
# Innovator's Pitch Challenge (IPC)

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## IPC Pitch and Q&A Session

- Companies are grouped and assigned to a 1-hour pitch and Q&A session based on similar sector/technology
- Each session has a panel of investor and industry expert judges
- Each session features 4 companies
- **4-min pitch presentation** with slides, open to all RESI attendees
- **9-min live Q&A session** with the panel of judges
- Post-session connection with the judges





# Innovator's Pitch Challenge (IPC)

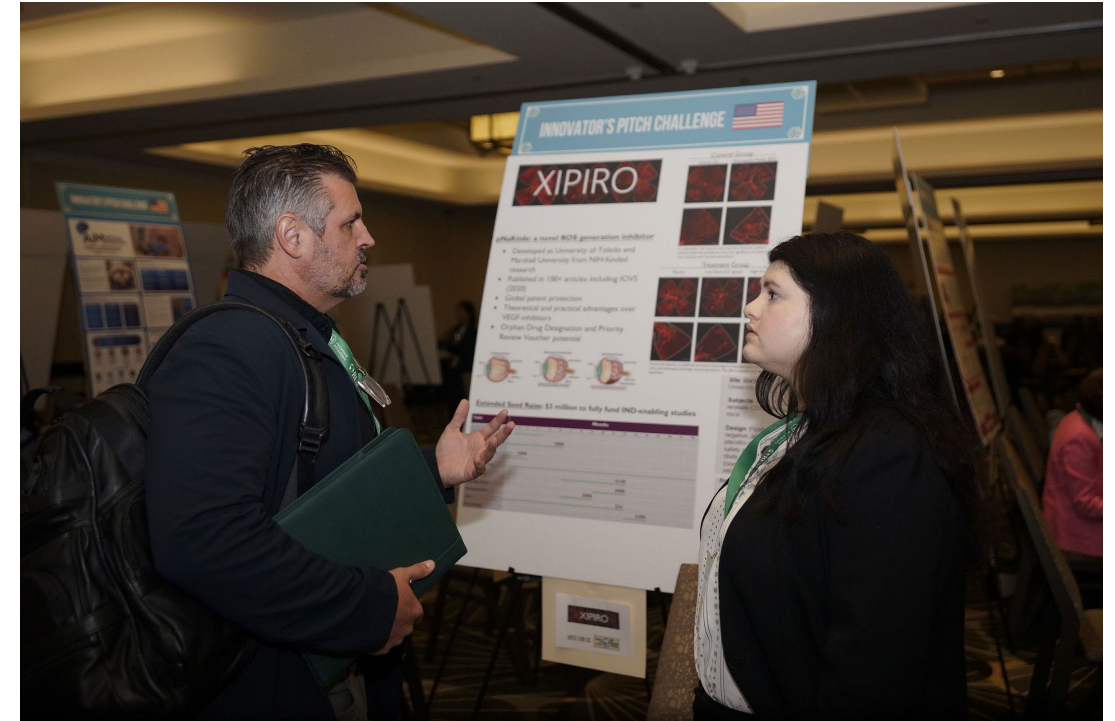
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## IPC Poster

- Summary of your startup
- High Traffic in the RESI exhibition hall
- Collect **RESI Cash** from attendees as votes



\*Each attendee receives 5 pieces of this RESI Cash





# Innovator's Pitch Challenge (IPC)

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## Why participate?

- Increased visibility for your company to the LSN & RESI community
  - Logo featured on RESI Website
  - IPC participation featured on social media channels (i.e. LinkedIn)
  - Finalists and winners announced in LSN newsletter (50k + readership) and given an opportunity to do an interview
- Connection with IPC session investor judges and audience
- Top 3 companies with the most RESI Cash “invested” are announced during the cocktail reception at the end of RESI.

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

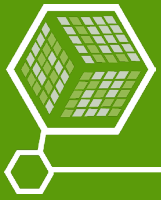
At [Digital RESI June](#), nearly 50 life science and healthcare startups participated in the [Innovator's Pitch Challenge \(IPC\)](#), a unique pitching opportunity for early-stage companies in therapeutics, medical device, diagnostics, digital health, and R&D/services sectors.

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](#)

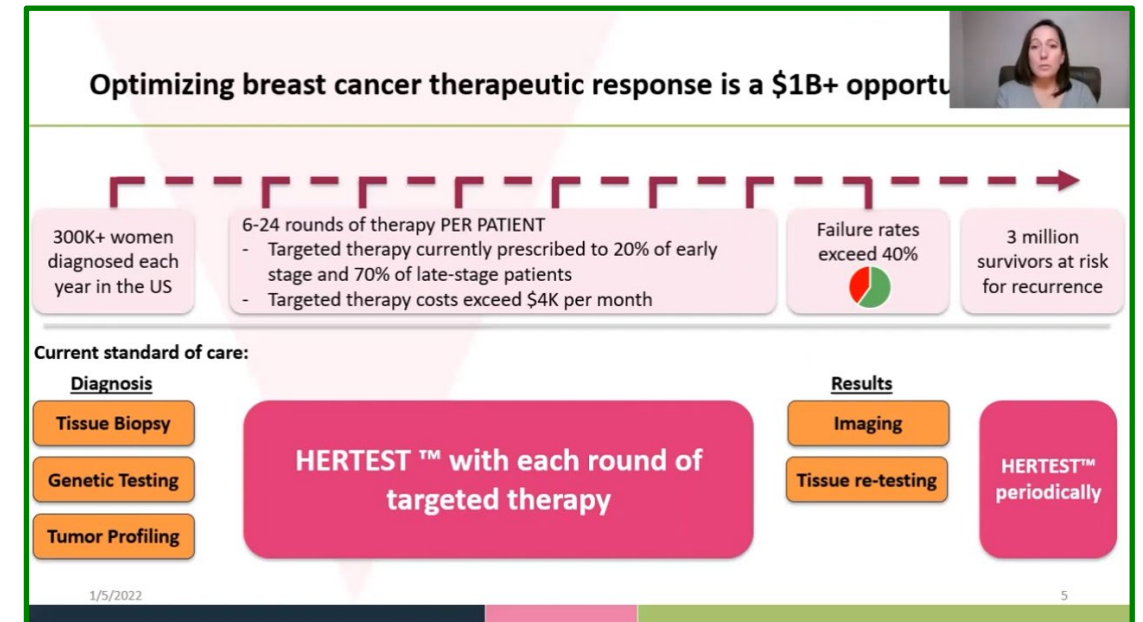
First Place	Second Place	Third Place
<a href="#">Surgical Automations, Inc.</a>	<a href="#">JOCAVIO Co. Ltd.</a>	<a href="#">SynCell Biotechnology, Inc.</a>

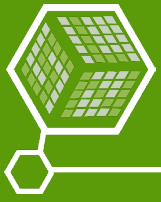


# 4-Minute Presentation

- Unmet Need
- Market size
- Technology Overview
- Differentiation / Competitive Landscape
- Milestones Achieved
- Choose one theme to highlight about your company
  - Management team
  - KOLs
  - Funding to date, grants, etc.







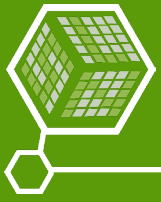
## Messaging Tips 1

- **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

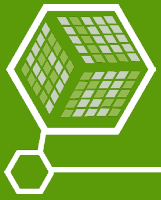


## Messaging Tips 2

- **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.





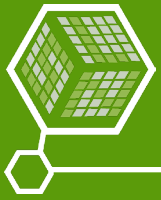


## Messaging Tips 3

- **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



# 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

### 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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**RESI Boston June**  
**Jun. 5-7, 2023**  
**Boston**

The Westin Copley Place, Boston



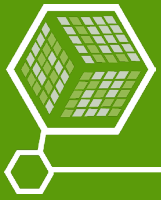
**RESI Boston**  
**Sept. 18-20, 2023**  
**Boston**

Boston Park Plaza



**Digital RESI November**  
**Nov. 14-16, 2023**

[RESIConference.com](http://RESIConference.com)



# Survey: The Biotech Perspective 2023

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- Scan the **QR code** on the left image to take a survey about partnering in the life sciences
- All participants will be entered into a raffle to win a **\$100 gift voucher**
- All participants will also receive a **\$100 discount** to register for the upcoming RESI Boston September Conference