



LIFE SCIENCE NATION

Connecting Products, Services & Capital

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According to Investopedia, a roadshow is a series of presentations made in various locations leading up to an Initial Public Offering (IPO). The roadshow is a sales pitch or promotion made by the underwriting firm and a company's management team to potential investors before going public.

- Roadshows generally take place in major cities and are meant to drum up interest in the upcoming offer.
- Potential investors are introduced to the company, its history, and its key personnel.
- Typically, a firm and its management team who will be traveling on the roadshow are groomed for months and dedicate weeks of practice on how to go out and pitch and present themselves and their company to potential investors.

Life Science Nation Products and Services



LSN Investor & Licensing Partner Database (Server)

5 Times a Year
January – RESI JPM
March – Digital RESI
June – RESI June
September – RESI Boston
November – Digital RESI

 **Entrepreneur Education Classes**

 **LifeSci Startup (Daily)**

 **LSN GPC Client SF.com App (Client)**

 **1,000+ Participating Attendees**

 **Seminars & Workshops**

NEXT PHASE» (Weekly)

LSN Business Development Database

 **2500 – 3500 Partnering Meetings**

 **Participants from 30+ Countries**

 **3 Days of Uninterrupted Partnering**

Branding & Messaging

TECH HUB MONTHLY (Monthly)

Sourcing Technology Assets for Partners

THE LIFE SCIENCE EXECUTIVE'S FUNDRAISING MANIFESTO
by Dennis Ford



Roadshows in the Life Science Arena

- ❑ The life science arena is distinctly unique in that startup companies go on global roadshows just like pre-IPO CEOs to raise capital and find licensing deals.
- ❑ Unlike other industries, life science startups, coalesce a small team and then get the capital to hire a bevy of service providers to aid in designing, building, and testing their products. Unlike their pre-IPO counterpart's startup Life Science CEO's do not have an experienced underwriting firm with years of practice and a rolodex of international qualified investors to help launch and fund their startup.
- ❑ Nor do they have anyone producing their global roadshow, setting up their meetings, prepping, educating, and aligning their roadshow pitches and strategy. The Life Science CEOs are basically on their own.
- ❑ LSN helps prepare startups for their global roadshow and has a global partnering ecosystem that companies can leverage to execute their global partnering campaign.

LSN calculates that it has helped 400 companies raise over \$5B dollars.



LSN Global Partnering Campaign (LSN GPC) Database

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LSN offers capital investors and licensing partner profiles, that are current, present, and future-looking, which makes them invaluable for launching and executing a campaign. The LSN Global Partnering Database consists of 10 categories of 3500 firms with 10,000 contacts.

LSN Can Generate a Global Target List (GTL) Delivered in a SAAS Model

All fundraising CEOs need a global target list of partner targets that are a fit and a CRM to put them into so that they can manage and organize their global partnering campaign. The LSN version of SF.com, purchased off the SF.com App Exchange, comes integrated to accept LSN's Global Target List and instantaneously enables SF.com to transform into a turnkey Global Partnering Campaign (GPC) application.

The Pricing, Terms & Conditions of the LSN Global Partnering Campaign (LSN GPC) Platform

LSN will offer a several packages of the SF.com and LSN partnering database ranging from \$300 and \$500 dollar a month. These packages with have real-time access to LSN partner data. \$500 package also combined with RESI ticket discounts to the 5 international partnering events that LSN put on every year. Clients can choose a monthly fee structure with terms that are minimum 6 months commitment or elect a one-time annual subscription fee. LSN calculates that is has helped 400 companies raise over \$5B dollars.

LSN Global Partnering Campaign (LSN GPC) Process

- I. Develop a company narrative and get your story straight
- II. Marketing collateral, 1-page data sheet, 2-page executive summary, 10-12 pages PPT.
- III. Global Target List, a list of partners who fit your product and stage of development
- IV. Move that list into a CRM tool to organize and manage your campaign
- V. Execute email and phone canvassing, setting up meetings, and going to partnering events
- VI. Manage partner accounts that show interest and understand the art of follow-up

Global Partnering Campaign & Roadshow Preparation Entrepreneurial Education Series

- It All Starts with The Story
- First-Time CEOs: Avoiding Pitfalls
- Tagline & Elevator Pitch
- Executive Summary + Tear Sheet
- Pitch Deck & The 10 Myths of Fundraising
- Strategies for Successful Partnering

Redefining Early-Stage Investments (RESI) International Partnering Events



RESI REDEFINING
EARLY STAGE
INVESTMENTS

LSN created the world renowned Redefining Early-Stage Investments (RESI) conference series, an established, go-to, dedicated partnering, event series, happens 5 times a year. RESI partnering events are held in concert with JP Morgan, San Francisco in January, Europe in March, alongside BIO USA in June, Boston in September, and Pacific Rim in November.

Executing a successful Global Partnering Campaign is all about getting out on the road and playing a numbers game of constantly moving potential partners on and off the table until you have a lead, along with a core syndicate group, that can fill out your round. It is a full-time endeavor and takes anywhere from 9-18 months.

The Innate Problem LSN Solved through RESI

The biggest issue at partnering events in the life science arena is that sell-side founders benefit greatly from filling out their company profiles, while buy-side investors and strategic licensing partners are not incentivized to complete their own, making it challenging for founders to truly target based on fit. Because LSN curates a partnering database which enables us to fill in the missing partnering profiles alongside a matching mechanism which enabled matching of the two parties based on stage of development and product. This has been a gamechanger in the life science partnering arena, making RESI incredibly effective at helping attendees find each other, create a dialogue, develop relationships, and getting deals done.



The Focus on Cures (FOC) Accelerator



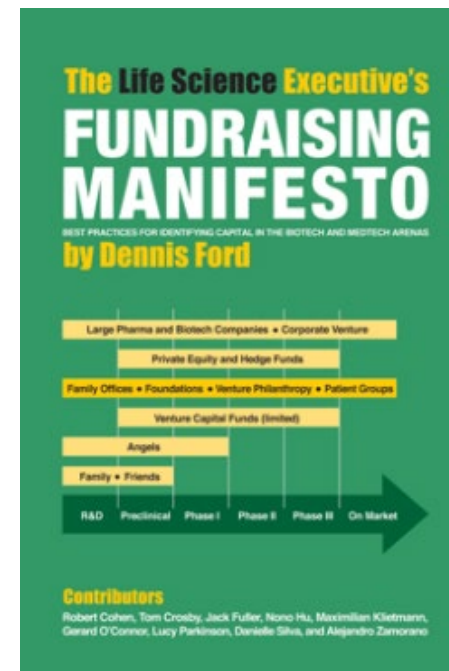
The problem that LSN is solving with the Focus on Cures (FOC) Accelerator Entrepreneurial Education is that these early life science startups, who need early-stage funding, lack a comprehensive background in business development, sales, and marketing fields which are essential to launching a campaign and growing their company.

- ❑ There is no standardized methodology for teaching a company how to brand and message itself. There is no reliable, accurate, and current database (besides LSN's) to get a company a list of global partners that are a fit for their stage of development and product set.
- ❑ There is no tech hub that teaches how to get a list of global partners and then manage that list with a CRM like Salesforce.com, nor do they teach how to prioritize that list into A, B, and C targets to go after and manage.
- ❑ They also do not teach how to launch and stage a partnering campaign and how to make an introductory phone call or write an introductory email. Most importantly, no one teaches the holy grail of canvassing...how to follow up.

Life Science Nation News



The Life Science Executive's Fundraising Manifesto



A global partnering campaign can take anywhere from **9-18 months** and therefore, one needs to be fully prepared in all the nuts and bolts of exactly what it will take to be successful. LSN Founder & CEO, Dennis Ford, has written a book on the subject, The Life Science Executive's Fundraising Manifesto, and over a ten-year period has developed a process for getting scientist-entrepreneurs prepared for a global partnering campaign. Using the book as a basis, Dennis and LSN staff have created an entrepreneurial educational curriculum that has been very effective in training the scientist-entrepreneurs. This involves a process, that when followed, produces great results for the early-stage company.



Thank you

Please contact RESI@lifesciencenation.com for
FREE consultation on your marketing collateral.

