



# LIFE SCIENCE NATION

Connecting Products, Services & Capital

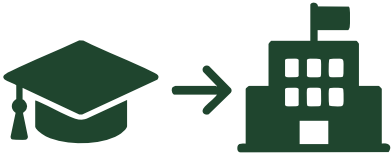
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## **LSN Labs Accelerator Begins Where Others End:**

A 12–18 Month Global Roadshow for Capital Funding  
and Licensing Partners



# FROM BENCH TO FUNDRAISING: THE STARTUP JOURNEY



## LEAVING ACADEMIA

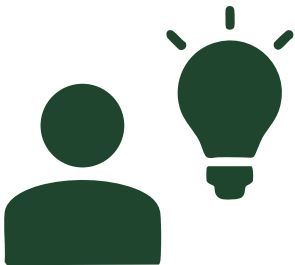
Scientists license technology from their university's tech transfer office. They join a tech hub, incubator, or accelerator to access resources.

## WHY A PITCH DECK IS NOT A CAMPAIGN

A great deck is only starting point.

Raising capital requires:

- ✓ 9-18 months global roadshow
- ✓ Coordinated outreach & CRM management
- ✓ Precision investor matching
- ✓ Consistent follow-up



## EARLY SUPPORT

Mentors, Entrepreneurs-in-Residence (EIRs), and coaches help:

- ✓ Shape the scientific story
- ✓ Build an investor-facing pitch deck
- ✓ Prepare for early outreach

## THE EXECUTION GAP

“Most scientific founder aren’t trained to run campaigns, and few have the infrastructure or bandwidth to pull one off



# THE REASON 90% OF LIFE SCIENCE STARTUPS FAIL



## EXTRAORDINARY SCIENCE ISN'T ENOUGH

90% of startups fail not because their science is weak, but because the science never gets out of the way



## THE FOUNDER'S TRAP

Obsession with data and discovery  
Neglect of critical business functions:

- ✓ Message
- ✓ Partner engagement
- ✓ Execution



## THE MISSING DRIVERS OF SUCCESS

Sales, marketing, and business development are:

- ✓ Essential to fundraising
- ✓ Critical for growth
- ✓ Often downplayed or ignored



## THE BOTTOM LINE

"Breakthroughs don't build companies,  
Execution does."



# PRIVATE FUNDRAISING IS ANALOGOUS TO AN IPO ROADSHOW



## PREPARATION TEAM

Underwriters like Goldman or JPMorgan read executives for the global roadshow

## LOGISTICS TEAM

Coordinators expertly book and manage meetings across multiple countries



## FOLLOW-UP TEAM

Assistants capture all questions and coordinate timely responses

What's often overlooked is that Seed, Series A, and Series B fundraise efforts are essentially not unlike private IPO roadshows. When preparing to go public, companies spend 8 to 12 weeks with underwriters refining narratives, rehearsing Q&A investor scenarios.



# IPO ROADSHOWS: A MASTERCLASS IN INVESTOR PREPARATION

## THE GLOBAL ROADSHOW



- ✓ Investment banks organize investor roadshows where company executives present their business and growth potential to institutional investor globally.
- ✓ These roadshows are critical for generating IPO interest and demand

## ROADSHOW PREPARATION:



- ✓ Crafting the Investment Story: Clearly articulate the company's value proposition, growth potential, and competitive advantages.
- ✓ Developing an Effective Presentation: Create a concise and engaging presentation highlighting financial, growth, and market opportunities.
- ✓ Anticipating Investor Concerns: Prepare for Q&A sessions to address potential risks.
- ✓ Targeting Investors: Do your homework on potential investors to tailor the message effectively.



# THE VICIOUS CYCLE

Startups struggle to raise early funding because too many risks remain. Without funding, they can't de-risk. Without de-risking, they can't attract investors. The cycle continues, and promising innovations remain stuck in the lab.



**RESULT:** promising science remains stuck in the lab.





# INVESTORS AND RISK STACK

Every failed startup is a treatment that never reaches a patient, a job that never materializes, an idea that never changes the world.

Founders are often surprised to learn that investors see more than just scientific risk. They encounter a stack of interconnected risks that must be de-risked before they can commit capital.

With so many unknowns, most investors pass - leaving even strong science unfunded.

RISK LAYER	KEY QUESTION
Market Risk	Does the product solve a real, urgent need?
Technical Risk	Will it work safely and effectively in humans?
Economic Risk	Can it be sold at a price that justifies the effort?
Regulatory Risk	Will it earn approval at a reasonable cost and timeline?
Execution Risk	Can the team actually deliver?
Financing Risk	Is there enough capital to get through the valley of death?
Exit Risk	Will anyone want to buy or license this, and when?



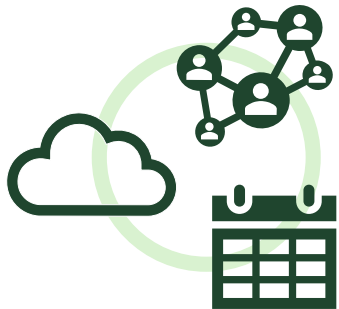
# LIFE SCIENCE STARTUPS LACK THAT RIGOR



- ✓ Startups rarely get the same IPO-level support.



- ✓ Most accelerators stop at pitch deck development



What's missing is a campaign framework

- ✓ Identifying 600-800 global targets
- ✓ Structured outreach with CRM tools
- ✓ Systematic follow-up over 9-18 months



## BREAK OUT OF THE LOCAL BUBBLE

Too many startups stay limited to:

- ✓ Local VCs and PE investors
- ✓ Angels and Family Office networks
- ✓ Short-term funding cycles





# FUNDRAISING IS A NUMBERS GAME



## FUNDRAISING IS A NUMBERS GAME

Success doesn't hinge on one great pitch.

It's about volume, quality, and persistence.

The best startups build long-term relationships with hundreds of matched investors and partners

- ✓ They never reach enough of the right people
- ✓ They fail to follow-up consistently



## ENTER LSN: YOUR GLOBAL CAMPAIGN PARTNER

LSN has built a partnering ecosystem and a network of events

Connecting companies with the right partners based on stage, product, and strategic fit

- ✓ Matching
- ✓ Messaging
- ✓ Meetings
- ✓ Follow-up

LSN emphasizes removing mismatched targets as much as adding strong-fit ones.



# THE STORYTELLING FRAMEWORK: 4 STORIES, 1 NARRATIVE



## EVERYTHING BEGINS WITH YOUR STORY

At the center of our methodology is narrative.

- ✓ Investors invest in a team, not just a technology
- ✓ LSN helps you develop concise, authentic, and powerful story threaded through your marketing collateral
- ✓ Most fail because they don't translate complex science into compelling, investor-ready language

## THE STORYTELLING FRAMEWORK

- ✓ **THE FOUNDER STORY:** Elucidate a personal connection to the mission. Explain your passion, tell how it has shaped your journey.
- ✓ **THE TECHNOLOGY STORY:** What was the epiphany? Is it better, faster, or cheaper? Is it leapfrog? Was it invasive? Now it is noninvasive. Was it intravenous? Now it is in pill form. Is it disruptive to reprogram mutated genes to cure rare diseases?
- ✓ **THE PATIENT STORY:** Explain the real-world implications, like a mother diagnosed at early Stage I instead of late Stage III, and impart urgency.
- ✓ **THE BUSINESS STORY:** A business narrative grounded in numbers: \$200,000 average sale price, 50+ orders to date, and a robust IP portfolio. Make the business case



# ANATOMY OF A DEAL-READY COMPANY

A compelling story is just the beginning. To move from narrative to investment, founders must demonstrate that their company is truly “DEAL-READY.” Here’s what investors look for:

DEAL-READINESS MARKER	DESCRIPTION
Unmet Need	Real, urgent problem with measurable market
Pivotal Data	Roadmap to IND-enabling studies or pivotal trials
Regulatory Roadmap	Plan for FDA/EMA, reimbursement strategy
Market Access	Early traction (e.g., 510(k) clearance)
Team	Blend of scientific and commercial leadership
Professional Materials	Draft term sheets, investor-ready documents



# ROADSHOW READY: TOOLS AND EXECUTION BUILT IN



## ROADSHOW READY: TOOLS AND EXECUTION BUILT IN

When it's time to hit the market, LSN becomes your roadshow producer.

- ✓ A Salesforce account synced to the LSN Investor Database
- ✓ Custom search filters to generate a Global Target List (GTL)
- ✓ GTLs feed directly into your CRM
- ✓ Investor profiles updated via API every 24 hours



# THE LSN BD ASSIST MODEL



**LIFE SCIENCE  
NATION**

Connecting Products, Services & Capital

Seamless handoff to  
execution team

Continuous  
engagement, analytics &  
optimization

## PHASE I: STORY & STRATEGY

### Narrative Development

Tagline, Elevator Pitch, Executive Summary

### Marketing Collateral

Tear Sheet, Pitch Deck, Website

### Global Target List (GTL)

600-800 matched investors/partners from  
LSN database

## PHASE II: CRM-INTEGRATED EXECUTION

### Salesforce CRM Setup (Pro Suite subscription required)

GTL imported and shared with BD Assist team

### Outreach Campaigns

Email + Phone Canvassing

Cold outreach with narrative-driven messaging

### Meeting Management

White-glove scheduling & follow-up

Investor prep and debrief sessions

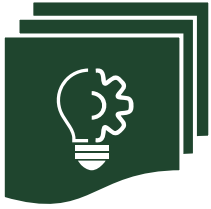
## PHASE III: DEALFLOW ENABLEMENT

### RESI Integration

5 Global Conferences | 10,000+ curated  
contacts

IPC Pitch Slots + Premier Partnering Access

**OUTPUT: Executive Coaching**



# LSN BD ASSIST AND CASE STUDY



## **PROVEN GLOBAL SUCCESS: THE BEDA MODEL**

In multi-year partnership with  
Brisbane Economic Development,  
LSN launched a customized  
accelerator

90% of cohort companies raised  
\$110M in 24 months

Created a two-way innovator bridge  
for Brisbane MedTech Startups

Connected founders with global  
capital & licensing partners  
Elevated Brisbane's profile as a  
global health innovation hub



## **BD ASSIST: A FULL-SERVICE CAMPAIGN IN ACTION**

Success doesn't hinge on one great  
pitch. It requires an execution-  
focused campaign.

We run your outbound campaign.  
600-800 matched investor and  
partner leads

Co-managing your CRM

Launching outreach  
Setting up meetings

Handles roadshow logistics end-to-  
end