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## RESI Survival Guide

To boost the number of meetings of attending fundraising executives at the RESI partnering conference series, Life Science Nation (LSN) has developed this RESI Survival Guide, which covers the 5 major steps to finding success at a RESI conference:

### **1. Build a Comprehensive Partnering Profile**

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Partnering profiles are the interface in the RESI partnering platform that many partners utilize to understand more about a particular company before they accept meeting requests from them. As such, profiles should be populated (where possible) with the following fields making sure to keep the information brief and concise:

- **Business Profile (Elevator Pitch)** – this first section is where you should write out your elevator pitch which is a 5-7 sentence brief description of your company, your product and what it does, and what you are looking for at the current time with regards to partners and funding. It should serve as a brief introduction to your startup entity
- **Web Address** – a URL to your company website if you have developed one.
- **Pitch Deck & Executive Summary** – attach these materials in a PDF format to make it as easy as possible for investors to click on and review (avoid docx. or pptx. files).
- **Filters** – what sector and sub-sector your company belongs to, what indication you are targeting, what stage of development your lead product is in. This helps investors and strategic partners find companies they are looking for as per their mandate interests.
- **Technology Overview** – a brief overview of the mechanism of action of your technology and the problem it will solve whilst making sure not to give away confidential information.
- **Supporting Metrics or Evidence** – any key data, *in vitro* or *in vivo*, which supports your product development at this point in time. Make sure to keep this data easy to understand as not every investor attending RESI will have a comprehensive scientific background.
- **Alliances and Collaborations** – here you can highlight any partnerships that you've formed with strategic partners that provide further validation of your data or product potential.
- **Current Financing Needs** – a brief overview of what you are looking for to make it very easy for investors to understand your needs (i.e. looking to raise a \$10M Series A with 20% committed)
- **Current Investors** – anyone who has already invested in your company (this could be dilutive or non-dilutive funding) to showcase past traction in attracting capital
- **Current Timeline** – a brief overview of milestones recently achieved and a development plan / milestones you are hoping to achieve within the next 1-2 years

- **IP Status** – an outline of your current IP portfolio
- **Management Team Highlights** – this is your opportunity to briefly convey why key members of your management team are uniquely suited to growing your startup entity

## 2. Develop your Executive Summary

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The Executive Summary is one of the most important pieces of your company's marketing collateral when conducting a global partnering campaign. It allows a deeper dive into your company's history, technology, management team, and unique competitive advantage. It should be uploaded to your partnering profile in the RESI partnering platform and can also be attached to emails to investors externally. As with all pieces of marketing collateral at this stage, the information conveyed in the executive summary should be non-confidential. We recommend that the document be 2 pages long and we have attached some examples below:

- [Executive Summary Example 1](#)
- [Executive Summary Example 2](#)
- [Executive Summary Example 3](#)

 [Click to Download Example](#)

## 3. Refine your Pitch Deck

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The Pitch Deck is one of the most commonly requested materials by investors or strategic partners when deciding to meet with a company. As such, ensuring that the pitch deck is concise and contains key relevant pieces of information (bearing in mind that you are just trying to get an introductory meeting) is essential to partnering success. Introductory pitch decks should be no longer than 10-12 slides of core information, lest you risk losing the interest of a potential partner. Here are some of the topics that should be covered in an introductory pitch deck:

- Cover page with contact information of main fundraising executive (avoid info@ email addresses here) and your company logo.
- Summary slide which can have elevator pitch and briefly highlight some key points about your company.
- Unmet medical need (i.e. problem you are solving) and commercial opportunities.
- Solution to the unmet medical need (i.e. your unique technology) and IP
- Differentiation from competitors and your competitive hook
- Identification of competition (both direct and non-direct) and how you will differ.
- Supporting data (it is essential here to make sure that there is not an overwhelming amount of data, only 1-2 slides is needed)
- Development timeline with milestones included.
- Current financing needs and rough use of proceeds

- Management team slide
- Scientific advisory board slide
- Closing slide with contact information of main fundraising executive (avoid info@ email addresses here) and your company logo
- [Pitch Deck Example 1](#)
- [Pitch Deck Example 2](#)
- [Pitch Deck Example 3](#)

 [Click to Download Example](#)

## 4. Develop Your One Page Tear Sheet

A Tear Sheet is an easy document to print and hand out, or send, and easy for an investor to skim and learn all the relevant info about your company. Use your Executive Summary to create the Tear Sheet, taking the necessary sentences/phrases to form the bullet points. Your one page tear sheet should include the following:

### Left Margin – from top to bottom

- Target indication with tagline
- Highlight management team and any KOLs/SAB members with relevant experience
- IP status
- Previous funding (if you want to highlight it), like SBIR/STTR award
- Current fundraising goals and milestones you will achieve with it

### Section 1 – ‘Executive Summary’

Take your Elevator Pitch, put in bullet form:

- Brief description of technology
- Indication/pain point you are addressing
- What makes your technology unique
- Why better than technologies currently available/under development by others

### Section 2 – Market Opportunity/Unmet Need

- Expand upon the market and size
- Expand upon deficiencies of current technologies
- Expand upon what your technology’s ‘uniqueness’
- Use this section to give more specifics that you summarized in the first section

### Section 3 – Technology

- Use this section to give more specific information on your technology and how it works
- You can include a diagram, screenshot or important piece of data that serves to highlight your technology here

### Section 4 – Milestones Achieved

- Data/studies

- Discussions with FDA (if relevant)
- Partnerships started
- Any other work you have done to advance your product

[Tear Sheet Template](#)

[Click to Download Example](#)

## 5. Craft your Meeting Request Message

A compelling message which is attached to meeting requests that you send to investors and licensing partners might be the first thing that they see with regards to your startup entity and the investment/partnership potential. It is essential therefore to craft a concise message that cogently covers some key elements about your company and why you are requesting a meeting with that investor. Making sure not to inundate the partner with an overwhelming amount of technical information and data is key here. Also, within the RESI partnering platform, you should be requesting meetings with as many potential partners as possible to boost the number of meetings you get. Below we have attached a template message that you can adapt to your company and unique technology:

### [Real example from successful company at RESI:](#)

Hi XYZ, [company name](#) is a commercial stage [University of XYZ](#) spin-out with a portfolio of surgical and imaging technologies to deliver Empowered Patient Care with point-of-care ultrasound in new perioperative applications.

The company's first technology is a dual-component system comprising an FDA-cleared bioabsorbable implant ([XYZ](#)) and an FDA-cleared custom automated ultrasound ([XYZ](#)) to detect post-operative vascular complications in reconstructive, transplant, and vascular surgeries prior to catastrophic surgical failures that represent a \$2B annual market and cost hospitals \$174,000 per instance. [Company X](#) also developing pipeline products for angiography/surgical navigation and perfusion assessment.

[Company X](#) closed a \$\$\$\$ venture round in early 2018, recently secured a \$\$\$\$ NIH grant to pursue the [XYZ](#) market for the technology, confirmed ~\$\$\$ in reimbursement for that market, and are now raising a \$\$\$\$ round for commercial growth and accelerating pipeline product development. [Company X](#) is currently in negotiations with a potential lead and is evaluating other lead candidates and syndicate partners. Looking forward to connecting. All the best, [XYZ](#).

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## 6. Outline the Follow-up Strategy

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Conducting appropriate follow-up with your investor and licensing partner targets is just as important as sending the initial meeting request. As life science professionals, we are all very busy at all times and receive occasionally an overwhelming number of emails. However, sending a follow-up email or message in the RESI partnering platform to a potential partner should never be viewed as a negative or bothering them because there is a realistic chance that you are a great fit for them and your initial email simply got lost in their inbox. This happens to everyone, and so sending follow-up messages is a strategy to shoot your meeting request right back up to the top of their inbox. Follow-up messages can be sent in the RESI partnering platform and can include the following topics:

1<sup>st</sup> follow-up – focus more on your unique technology and competitive hook

2<sup>nd</sup> follow-up – focus more on your market and the commercial opportunities available

3<sup>rd</sup> follow-up – focus more on your motivated and qualified management team

4<sup>th</sup> follow-up – attempt to book a meeting with the target partner outside of the partnering platform and also send them a hyperlink to your company's [tear sheet \(Download Template\)](#); include your contact details and a Calendly link if you have one set up