

## Industry: Life Sciences Services

- Data services for life sciences marketplace
- Focused partnering conferences
- Consulting

## Management

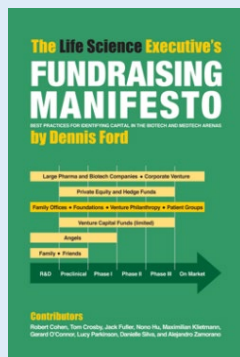
- Dennis Ford  
*Founder & CEO*
- Claire Jeong  
*VP Investor Research*
- Candice He  
*VP Business Development*
- Yang Zhou  
*VP Marketing*
- Gregory Mannix  
*VP International BD, General Manager Europe*

## Advisory Team

- William Kohlbrenner, PhD  
*Chief Scientific Advisor*

## Publications

- Next Phase weekly newsletter – readership: 50,000
- TechHub Monthly
- BioStartup News (Daily)
- “The Life Science Executive’s Fundraising Manifesto” by Dennis Ford



## Executive Summary:

- LSN was born in 2013 with a goal of helping scientist-entrepreneurs and CEOs connect with investors and partners from beyond their own geographic region easily and efficiently
- LSN developed a unique database of investors and licensing partners that gives fundraising startups the tools to identify their potential partners based on fit, and obtain a Global Target List (GTL) of investors
- LSN partnered with Swiss firm Biotechgate to market a separate and extensive life science company database that is widely used by service providers and pharma players for business development and market intelligence
- Realizing the power of connecting players in the life sciences based on fit, LSN developed a next generation partnering conference where the attendees could be “matched” based on mutual interests and avoid the wasted meetings that plague other conference formats.
- With years of experience working with life science startups, LSN developed structured consulting services to help companies create a compelling branding & messaging strategy and marketing collateral
- In 2022, recognizing the huge unmet need for training of first-time CEOs, LSN developed a focussed Entrepreneurial Education program



## Global Partnering Campaign Database

- Over the past 10 years, LSN has curated a database that tracks over 3,000 global investment firms and licensing partners from 10 categories
- This powerful tool is made available to fundraising startups within a proprietary app in the Salesforce CRM, facilitating not just access to the information, but management of the entire fundraising campaign
- Pricing, which includes different levels of discount to the RESI conference series, ranges from \$300 to \$500 per month



## Redefining Early Stage Investment (RESI)

- The RESI conference series launched in 2013 to address the clear market need for a true early-stage partnering conference
- The unique combination of investor panels, workshops and a trully interactive pitching competition consistently draws hundreds of active investors and licensing partners to each conference, making it stand out in the market
- Taking place 5 times a year in the US, Europe and the Pacific Rim, RESI offers attendees a continuum of meeting opportunities every 2 to 3 months that maximizes the probability of deals getting done



## Focus on Cures Accelerator

- The Focus on Cures (FOC) Accelerator was created to address the unmet needs of first-time CEOs and startup founders who lack a background in business development, sales and marketing
- Because this knowledge base is crucial to launching and running a successful fundraising campaign, the FOC program includes an Entrepreneurial Education curriculum that teaches and reinforces concepts that are not taught in TechHubs, like
  - a) Develop a company narrative and get your story straight
  - b) Marketing collateral: 1-page data sheet, executive summary, 10-12 page pitch deck
  - c) Global Target List of partners who fit your product and stage of development
  - d) Use of a CRM tool to manage your campaign
  - e) Execute rsmil snf phone canvassing, schedule meetings and attend partnering events successfully
  - f) Manage partner accounts and understand the art of follow-up