

Executive Summary

Life Science Nation (LSN) is driven by CEO Dennis Ford's vision of expediting the process of scientific development, from discovery through distribution, by providing early stage life science companies with a Match.com-like sourcing platform. This platform enables executives to find investors who are a fit for their biotech or medtech firm.

Professionals leverage LSN to generate a global target list (GTL) of qualified prospects, greatly enhancing marketing efficiency. LSN researches and curates market intelligence on emerging biotech and medtech companies, which by their ephemeral nature are challenging to find and track. LSN also tracks ten categories of early stage life science investors and identifies who is filling the void left by venture capital. LSN has developed unique methodologies for tracking and keeping current with both of these dynamic market segments. LSN brings a number of capabilities to the table to ensure that our matching platform is compelling.

LSN Investor Platform

The LSN Investor Platform represents an ongoing dialogue with over 5,000 investors around the globe. LSN clients get access to the investor database and can easily create a relevant global target list. These investor lists are essential to create and maintain a dialogue with the investor community on a global basis. The goal is to identify investor fits, create a dialogue that leads to a relationship, and secure a capital allocation.

The LSN Investor Platform is the only life science-specific investor platform available to executives raising capital. Forward-looking investor data and mandates are collected and validated by LSN's investor research team through ongoing dialogue with life science investors from around the world.

The LSN Investor Platform covers the following 10 investor categories:

- Angel Groups
- Corporate Venture Capital
- Endowments and Foundations
- Family Offices and Private Wealth Funds
- Government Organizations
- Hedge Funds
- Institutional Alternative Investors
- Large Pharma and Biotech Companies
- Private Equity Firms
- Venture Capital Firms

[Investor Platform Demo](#)

LSN Company Platform

The LSN Company Platform tracks early stage preclinical, phase I, and phase II biotech firms and development-stage medtech companies that can't be identified in other data platforms. The LSN Company Platform is the premier life science company database, covering over 30,000 companies around the world, with a particular focus on the bottom third of the market that is missed or neglected by traditional data providers. This makes it the most comprehensive database of its kind.

[Company Platform Demo](#)

Redefining Early Stage Investment (RESI) Conference Series

Redefining Early Stage Investments is an ongoing conference series for early stage life science companies to source investors, create relationships, and eventually, secure funding. These events will give early stage life science companies the chance to start or resume conversations with relevant investors in order to bring products to market at a faster pace. These conferences also provide an international venue, where LSN clients and partners dialogue with investors from around the globe.

Highlights:

- Full-day partnering conference that is focused on connecting early stage companies with active investors from 10 categories of investors
- One-to-one investor to company ratio
- In-depth panels featuring investors from 10 categories of early stage investors
- Opportunities for companies to present using poster-board presentations
- Potentially 16 face-to-face investor meetings per attendee (the previous RESI had over 700 meetings)
- Custom-built partnering system that is tailored to the early stage biotech and medtech investment arenas
- Meta-tagged investor profiles that offer pinpoint accuracy to executives looking for investors that are a fit

[RESI Conference 2014 Spring](#)

LSN Offers a Series of Fundraising Boot Camps and Classes

LSN regularly engages in sales and marketing boot camps for emerging life science companies to elucidate how and what to prepare before embarking on a fundraising campaign. These hands-on workshops explain the methodologies employed in branding and positioning a company as an attractive investment target by highlighting key differentiators and building out a fundraising strategy and marketing collateral.

[Fundraising Boot Camps](#)

Additionally, Dennis Ford, CEO of LSN, teaches a graduate-level course on entrepreneurship and sales at UMASS Boston and has over 40 hours of relevant content. He developed a semester-long course consisting of 14 three-hour classes that he uses to train entrepreneurs, much of which is carried over to the boot camps.

[UMass Boston MKT 465- Entrepreneurship Sales & Marketing](#)

The Life Science Executive's Fundraising Manifesto

Dennis Ford recently published a book specifically tailored to the concepts discussed above. This book (released in June) is an in-depth tactical guide for scientist-entrepreneurs seeking to raise capital in the life science arena.

This book covers a number of critical fundraising elements, including:

- The legal landscape
- The investor landscape
- Branding and messaging
- Establishing a Web presence
- Creating an email marketing strategy
- Leveraging the cloud for an outbound campaign
- Phone canvassing
- Running a meeting
- Closing an allocation

[The Life Science Executive's Fundraising Manifesto](#)

NEXT PHASE Newsletter

LSN publishes a free weekly newsletter dedicated to the topics and trends that are of current interest to early stage scientist-entrepreneurs and investors. This newsletter is distributed to a global readership of approximately 15,000.

[Next Phase Newsletter Archive](#)