

Focus on Cures Accelerator (FOC)

FOC helps high growth international startup companies move into the global partnering arena through a two-week Boston based immersion program integrated into Life Science Nation's (LSN) Redefining Early Stage Investments (RESI) Conference Series.



Life Science Nation (LSN) is a global partnering ecosystem that allows early stage regional companies with compelling technology assets to get plugged into the international early stage investor and channel partner's arena with minimal cost and a big ROI.

LSN is essentially a matching platform for early stage buyers and sellers across the domains of Drugs, Devices, Diagnostics and Digital Health, the "4Ds".

- LSN curates two databases: a buy-side of global early stage investors and a sell-side of global technology assets.
- LSN also offers a sourcing and ranking service for clients who need to source and rank technology assets for channel and pipeline development.
- LSN owns and operates the Redefining Early Stage Investments (RESI) conference series, that has morphed into a global partnering ecosystem and runs conferences five times a year at JP Morgan, San Francisco (January), alongside BIO Europe (March), Boston (September) alongside BIO U.S (June) and Asia (November).
- LSN also owns and operates the Focus on Cures Accelerator (FOC) that provides international startups a Boston-based footprint and helps them develop and execute a global investor and channel partner strategy.

State of the State of Early Stage Funding and Partnering

When raising capital, the earliest stage companies (seeking between \$15k-2mm), and the early stage companies (seeking between \$2-10mm) face major hurdles: the first is a general lack of experience and consistency presenting their company metrics: team, technology, data and market. The second major challenge these companies face is the necessity of leaving their local geographic region and committing to developing a strategy to target global players that are a fit for their stage of development and their product set. It is essential to create a Global Target List (GTL) of investors and partners that are a fit and then efficiently going after that list of potential partners.

From what LSN has seen in the last six years, companies develop their technology assets or get their tech transfer licenses and then decide to put their collective “toes in the partnering waters,” unprepared –without the knowledge of what it takes to play in the global marketplace. The earliest stage companies are seeking funds from friends, family, government grants, seed funds and angel investors but lack experience to execute. When these startups launch, there is a mixed bag of guidance for the scientist/entrepreneurs and fundraising CEOs. Many retired life science business executives and ex-professors go into business consulting, and all are well intentioned, but they too face the challenge of trying to keep up and in context with the fast-moving earliest and early global fundraising and partnering arena. Indeed, all levels of partnering have gone through dramatic change in the last 5 years. Virtually all the players in the life science arena today are going earlier and earlier when it comes to sourcing assets for their pipelines and portfolios.

LSN’s first-hand observation, based on years of facilitating and running boot camps and workshops, is that there is absolutely no standardization and no agreed upon format for these nascent companies to adhere to and follow. This leads to a great deal of inconsistency with a startups rudimentary branding and messaging, making them inefficient and ineffective in telling their story, making it difficult to connect with the right entities to receive funding. LSN has developed a process along with the tools to help companies overcome these hurdles, creating MKT 466 Funding and Partnering Immersion course shows companies how to use a standardized format to present their company and technology assets.

The third major hurdle is that virtually all the incubators tend to overlook teaching basic sales and marketing techniques, focusing instead on pitch competitions based on diverse advice from a myriad of sources. These sources may have experience as technologists or in business operations, but very few have carried a sales bag, knocked on doors and sat at a desk doing phone canvassing which is core to a fundraising process. Virtually none of the incubators or accelerators devote a lot of time and attention to partner “list management” and the skills necessary to conduct phone and email marketing campaigns. Adroit canvassing is one of the most important factors in sales and marketing and is critical to finding strategic partners and successful fundraising. The LSN team has visited and spoken with hundreds of incubators and accelerators and have noticed that not a lot of focus on teaching and improving sales and marketing techniques. Learning sales and marketing 101 is a core challenge for these newly minted scientist-entrepreneurs and makes a big difference once they understand the basics. Also, left out is the importance of having an easy-to-use CRM to manage and organize you’re your partner lists and campaign tasks. These issues are addressed in the FOC’s MKT 466 Funding and Partnering Immersion course that LSN has developed. Teaching companies the most effective and efficient way to create and then execute on the critical messaging and canvassing so they can connect with the right partners to move their companies forward.

The essence of the MKT 466 program is the CEO of LSN, Dennis Ford’s book, *The Life Science Executive Fundraising Manifesto*, that has been adapted into this two-week course. The essence of the MKT 466 Funding and Partnering Immersion Course along with interactive workshops is to prepare a startup company to create a dialogue with the right players in the global partnering arena, be it capital or channel partners that are a fit for their firm.

It all starts with the logo, tagline, elevator pitch, one-page datasheet, two-page executive summary, 10-12 slide pitch deck and website. This is followed by learning how to get a list of investors and partners that are a fit for your stage of development and products, developing an infrastructure to manage this list with SalesForce.com, and then a comprehensive plan to develop relationships and secure partnerships. That program is enhanced by use of the LSN Investor Platform and attendance of the RESI partnering conference series, which has been proven effective by over 350 companies raising well over \$500mm using LSN programs and ecosystem.

LSN Wants to Migrate Early Stage Regional Technology Startups to the Global Stage

Most of the firms LSN meets with and observes have a solid enough start on developing their branding and messaging materials but few are ready for prime time. Most firms need to ratchet up their branding and messaging across the board. Typically, the companies LSN sees need to rethink some of their basic assumptions and rationales and focus on netting out their distinct value proposition. It is LSN's belief that most of the companies have issues with their branding and messaging and are 60% to 75% ready to be in front of potential partners. Virtually all need help and can greatly improve with just a little more focused work around the company's theme and what they are trying to accomplish. A common issue with the presentations is the lack of a cogent story describing their company and what they do. The issues boil down to a lack of framing the company and product in the right light with enough detail that adequately positions their company to potential partners. This can be solved by creating an accurate picture of what the company is, what it does, as well as all of the other points that should be included in the pitch deck. In essence, not all of the information a potential partner seeks from a pitch deck is clearly addressed, which leads to lost opportunities.

Many of the companies do not have a 5-7 word tagline that adequately describes the company, thus failing to capture the essence of what the company actually does. LSN spends a lot of time working with the companies to net out their taglines and elevator pitch. In addition, we found that most of these companies financing needs are not budgeted far enough ahead, and as a result are seeking too little and thus will be in a never-ending fundraising process. The trap for these startups is failing to fully understand how long and time consuming a fundraising process can be which is 9-18 months. Investors like to see a company raise enough to reach their next major value inflection point, and would rather put more into a round to achieve this end and increase their return on investment. There is also a benefit to getting larger players in the game early, as they can be valuable partners in later development stages, so even though the companies are small, they should think BIG and long term.

A key skill that these companies need to develop is the ability to describe their technology and its value simply and clearly. While many life science investors have strong scientific knowledge, not all do and it is imperative to make sure even those without a technical background understand the product and its importance to the market. This should be a simple but compelling message. This message should also be succinct, as a pitch needs to encompass a lot more than just the technology and the need it addresses. Companies need to be sure they also discuss the team, the path to market entry, the marketing approach and how they plan to achieve this. It is important to note that investors do not expect an early stage company to have all of the answers or for these answers to be set in stone, but they like to see that the company has thought of these issues and how to address them.

Companies must decide how they wish to present their opportunity and devise a method for telling their story that works for them. This pitch must also be developed such that any employee can easily share it. In a small company, any employee may make the connection that leads to an investment, so creating a clear, concise message that anyone can share that includes a good hook to draw interest is critical. What all the companies were missing was a list of global partners and investors (GTL) and the skillset to canvass this list through ongoing phone and email campaigns. This is a big part of what the two-week MKT 466 Funding and Partnering Immersion class addresses.

In summary, with some time and effort, the message and the marketing material of most startup companies can be improved. Most companies have a great start, but a few weeks of LSN's help can get the branding and messaging honed. Instead of focusing solely on regional partners, LSN can help the companies connect to a global network of investors and strategic partners, through the Investor Platform and the RESI conference series. Teaching them how to efficiently canvass and set up partnering meetings is crucial for success. Fundraising is fundamentally a numbers game so by expanding their target list to the global stage, they have a much better chance of finding partners that are a fit.

LSN Focus on Cures (FOC) Accelerator

FOC Accelerator helps high growth international startup companies move into the global partnering arena through a two-week Boston based immersion program integrated into LSN's Redefining Early Stage Investments Conference Series.

The program develops and takes executive teams to the next level by spending focused time so that they can adroitly position their company and product set for the global partnering. This means having a lucid easy to understand story. Key to this is implementing world class branding and messaging specifically aimed at their potential fundraising and channel partners.

FOC's main goal is to get the key executive team proficient in rudimentary sales, marketing and business development skills needed to attain series A and B round capital.

FOC teaches the fundamentals of phone and email canvassing so that they can create a dialogue and develop relationships with partners that are a fit for their stage of development and products.

FOC staff provides one on one individualized coaching tailored for each company's needs. At the end of FOC's two-week immersion course the executive team will have a vetted global target list (GTL) of partners that are a fit for them, an up and running CRM infrastructure to manage and track the status of that list, proficiency in pitching their firm and an intimate understanding of the firm's capital needs and the financing deal they want to structure.

An integral part of the two-week immersion course is reaching out and through warm and cold calls establishing a dialogue with the right partners on their global target list. By the end of the course they will have set up a round of 8-12 meetings and have a lucid game plan to meet their first round of partner meetings.

The FOC staff and partners who participate in this training course are all currently major players and active in the life science business arena. There are no consultants or retired executives in this program.

FOC Program Benefits Include:

Mentorship

- Tactical advice on how the cross-border global partnering arena works
- A thorough understanding of the ten categories of early stage investors and partners including family office, foundations, endowments, angel investors, venture capitalists, private equity, strategic pharma, corporate venture, government and hedge funds.
- Program is delivered once a quarter for two-weeks in Boston, MA. All program services, office space, class room are included in the fee. FOC Accelerator charges no success fees and takes no equity in any of the participating companies.

Networking

- Because LSN's RESI conference is a global partnering ecosystem built upon the two life science databases LSN staff curates, we know a lot of the major players across the silos of drugs, devices, diagnostics and digital health.
- Increased visibility because you will be given a list of investors and partners that are a fit for your company and product. All of FOC Accelerator companies will have access to our worldwide network.
- FOC can provide hands on support for setting up your company's U.S. operations.

Partnerships

- Finding the right partners that are a fit for your stage of development and product set is key to your success.
- LSN has helped more than 375 companies raise over 500 million dollars. LSN products and services are used by all the core players who use LSN to source technology assets.
- LSN can provide a rapid entry into our world's leading life science ecosystem and a chance find the right and partners to your firm to the next level in the life sciences market.

Your Office in Boston

- Use of LSN co-working space in Downtown Boston for the length of the program

MKT466 is a unique two-week immersion course designed for life science entrepreneurs to experience the best methodologies for reaching out and establishing a dialogue with investors, building a relationship and, ultimately, securing capital allocations.

The morning sessions are 3-hour classes teaching the fundamental business development and marketing skills needed to formulate a company theme, create a corporate brand with appropriate messaging and market your firm to investors and strategic partners within the life science arena. (See details in the morning class outline)

The afternoon sessions include 1 hour of meeting the players in the Massachusetts life science ecosystem and 2 hour of curating and reaching out to a list of global investors and channel partners:

1. Utilize LSN's **Company Database** to build a full picture of global landscape of competitors
2. Utilize LSN's **Investor Database** to find investors and partners that are a fit for your stage of development and product set and aggregate a global target list
3. Refine investor-centric marketing collateral (following the instructions of the Branding and Messaging class)
4. Leverage your infrastructure to do email marketing in Constant Contact and nurture leads in Salesforece.com
5. Start email and phone canvassing each day, supervised and mentored by LSN expert BD staff
6. Set up intro phone calls and meetings
7. Prepare for the upcoming RESI conference

The **evening sessions** are free time for companies to attend life science networking events, such as BiotechTuesday.

MORNING	AFTERNOON	EVENING
3 Hour of Classes Teaching Scientist-Entrepreneurs Business Skills for Company Launch, Capital Raise and Channel Partnership Development	1 Hour of Meeting MA Life Science Ecosystem Players + 2 Hour of Curating and Reaching Out to a List of Global Investors and Channel Partners	Life Science Networking Events

FOC Accelerator - 2-Week Immersion Course

COURSE LEADER:

Dennis Ford, Founder & CEO, Life Science Nation; Creator of RESI Conference Series

Email: dford@LifeScienceNation.com | Mobile: 617-930-4299



Dennis Ford is an entrepreneur and author with distinct expertise in sales, marketing, and business development. He has spent most of his career finding, vetting and launching a myriad of technology-based companies. Over the last decade, he has worked extensively with global alternative investors and is deeply interested in getting funding for high-growth early-stage technologies. He is a big proponent of using profiling and matching technology to find that all-important business fit in the marketing and selling process. In today's context Dennis can connect early stage life science companies with 10 categories of global partners thus making the finding of capital and distribution channels very efficient.

Dennis created the Redefining Early Stage Investments conference series to facilitate an interactive ongoing dialog between buyers and sellers in the life science arena. Before LSN, Dennis was the President and CEO of a company that improved the way hedge fund and private equity fund managers raised capital and marketed their funds to investors.

Ford is the author of *The Peddler's Prerogative* and *The Life Science Executive's Fundraising Manifesto*, two well-received sales and marketing books.

THE COURSE WILL COVER:

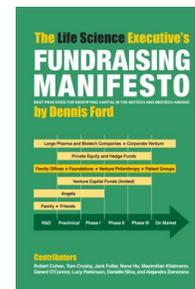
- The myriad of options available in the financial arena, from grants, debt and tailored credit to seed, angel, venture and syndicated equity deals.
- How to map and forge relationships with a professional network of domain-specific players who will support your journey: payers, large corporates, Big Pharma, and a full range of service providers and investors.
- Issues involved in Corporate Cash Investment Management, so you will know when you need operational liquidity or strategic capital.
- How to obtain and utilize working capital to move your business forward and make sure your money works for you.
- How to phone & email canvass a target list
- Treasury management, which is a deep understanding of the best streamlined processes for receivables and payables, and best practices for creating efficiency and securing access to cash.

SKILL DEVELOPMENT:

- Understanding the specific multi-tasking responsibilities that are required of a scientist-entrepreneur in an early-stage life science startup
- Learning basic usage of the tools designed for financing and managing a startup company
- Developing strategies and tactics for the process of moving toward commercialization
- Mastering the verbal and written skills required for business development and financing

COURSE MATERIAL:

The Life Science Executive's Fundraising Manifesto (LSEFM) by Dennis Ford. Companies will receive the book at no cost and may elect to receive a hard copy or eBook. You can preview the book by [clicking here](#).



FOC Accelerator - 2-Week Immersion Course Syllabus

Day	Morning Session Content (3 hr)	Speakers	Afternoon Session Content
Day 1	<p>Intro to Entrepreneurship Financing and Business Development</p> <ul style="list-style-type: none"> ➤ Introductions all around ➤ Review class structure and parameters ➤ Explain how we develop a plan for presenting your company to clients, investors, and partners ➤ Go over “positioning guideline” ➤ Insights into Life Science Startups <p>Lecture: Startup Landscape in MA</p> <p>-----</p> <p>Branding, Messaging and Web Presence for Your Firm</p> <ul style="list-style-type: none"> ➤ How to prepare the branding and messaging of your company for the market to see: logo, tagline, elevator pitch, data sheet, executive summary, pitch deck & website ➤ Interactive class session on branding and messaging of startup firms 	<p>Dennis Ford Professor CEO, LSN</p> <p>Domain Expert:</p> <p>Bill Brah Director, Venture Development Center</p>	<p>Meet the Incubators (1hr)</p> <ul style="list-style-type: none"> ➤ ACTION Innovation Network ➤ North Shore InnoVentures ➤ M2D2 ➤ CI Works ➤ Mansfield BIO Incubator and more... <p>Incubators Overview and Showcase: Startups will learn about the incubators and how they can contribute to startups' success.</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>
Day 2	<p>The Early Stage Investor Landscape (Deep Dive)</p> <ul style="list-style-type: none"> ➤ The categories of investors ➤ The process of identifying, qualifying and approaching investors ➤ How to use search engines and social media networking sites to identify and profile potential investors ➤ Lecture explaining why due diligence research makes your business run smoother. Knowledge is power <p>-----</p> <p>Lecture on Building an Investor Pipeline and Forecasting Business</p> <ul style="list-style-type: none"> ➤ Tools, methodologies and algorithms that work ➤ Sales and Marketing <ul style="list-style-type: none"> ○ Get your list ○ Import into Salesforce.com ○ Get outbound message for phone and email canvassing ○ Launch campaigns ○ Metrics and reporting ○ Follow up ➤ Forecasting 	<p>Dennis Ford Professor CEO, LSN</p> <p>Domain Experts:</p> <p>Greg Mannix VP of BD, LSN</p> <p>Nono Hu Director of Marketing, LSN</p> <p>Jessica Hubacheck Corporate Controller, LSN</p> <p>Bryanna Alison BD Manager, LSN</p> <p>Lucy Parkinson VP of Investor Research, LSN</p>	<p>CIC (1hr)</p> <p>- Site Visit</p> <p>Visit to Cambridge Innovation Center, the biggest office facility for growing technology companies in Massachusetts.</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>

FOC Accelerator - 2-Week Immersion Course Syllabus

Day	Morning Session Content (3 hr)	Speakers	Afternoon Session Content
Day 3	<p>How to Iterate a Business Plan/Model</p> <ul style="list-style-type: none"> ➤ Lean canvass, customer-centric prototypes, customer feedback drives product based on customer needs <p>-----</p> <p>Leveraging Cloud Infrastructure to Manage Your Company</p> <p>SalesForce.Com Presentation</p> <ul style="list-style-type: none"> ➤ Lecture and exercise on understanding CRM and Lead Nurturing Systems 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Expert:</u></p> <p>Dan Phillips CEO Cloud Health</p>	<p>Welcome to MIT (1hr)</p> <p>- <i>Site Visit</i></p> <p>Introduction to MIT, key facts and philosophy of the institution. Cultural tour to MIT.</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>
Day 4	<p>Legal Landscape, Corporate and Financial Structure and Alternatives</p> <ul style="list-style-type: none"> ➤ Lecture on corporate law and what a startup needs to know. Top global law firm explains what a startup CEO should be thinking about when creating a new entity ➤ How to disperse early equity and not make avoidable mistakes <p>-----</p> <p>Early Stage Capital and Financial Plan</p> <ul style="list-style-type: none"> ➤ Lecture on the 10 categories of early stage investor/partners and which are best for your financing campaign. How to determine how much money you need to raise 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Brian Bunn Partner, McDermott Will and Emery</p> <p>Greg Mannix VP of BD, LSN</p>	<p>Koch Institute & Langer Lab (1hr)</p> <p>- <i>Site Visit</i></p> <p>Visit to MIT's Koch Institute and Langer Lab, an example of a unique research center and lab.</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>
Day 5	<p>IPOs, NIH Grants and Crowdfunding</p> <ul style="list-style-type: none"> ➤ Lecture on the issues of raising capital through public investors and also the challenges involved in crowd funding ➤ Knowing who and what you are and where you fit ➤ What really works and how. ➤ How to view the NIH and best practices for positioning your firm for grant dollars ➤ Structuring and allocating capital, including SBIR/STTR grants 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Expert:</u></p> <p><i>To Be Announced</i></p>	<p>Non- Dilutive Funding (1hr)</p> <p>Meet the experts from FreeMind who are specializing in assisting life science organizations secure non-dilutive funding from US Federal Agencies and Private Foundations</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>

FOC Accelerator - 2-Week Immersion Course Syllabus

Day	Morning Session Content (3 hr)	Speakers	Afternoon Session Content
Day 6	<p>Going it Alone or Finding a Fundraising Partner</p> <ul style="list-style-type: none"> ➤ Lecture explaining why due diligence partner research makes your business run smoother ➤ Someone needs to do the work in putting a plan together and the leg work of canvassing and setting up meetings with investors ➤ Partners take many forms and all cost money - the pros and cons of each ➤ How to use search engines and social media networking sites to identify and profile potential partners 	<p><u>Domain Experts:</u></p> <p>Colin Widen CEO, Boston Innovation Capital</p> <p>Jessica Yang Senior Investor Research and Asia BD, Life Science Nation</p>	<p>Pitching to a Panel of Investors I (1hr)</p> <p>A panel of 3 experienced investors will provide feedback and questions to the pitching CEOs.</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>
Day 7	<p>Service Providers, How to Manage Your Virtual Partner Relationships</p> <ul style="list-style-type: none"> ➤ Getting the most out of our capital investments. The universe of outsourced service providers is the de facto standard in healthcare product development today. ➤ Hear from a global service provider on the best methodology to get the most out of the relationship <p>-----</p> <p>Interacting with Large Pharma Partners</p> <p>The pharmaceutical industry is extremely complex, and so are the inner workings of the pharmaceutical and biotechnology companies operating within it. Even the most seasoned industry professionals may find it difficult to understand the activities of, and interdependencies among, all key functions within a pharmaceutical company.</p> <ul style="list-style-type: none"> ➤ The global scope of the pharmaceutical industry ➤ Typical pharmaceutical company structure ➤ Customer groups supply and demand drivers ➤ Pharmaceutical product lifecycle <ul style="list-style-type: none"> ○ Drug Discovery ○ Drug Development ➤ Business Development 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Richard Soll EVP, WuXi Apptec</p> <p>Bill Kohlbrenner CSO, LSN</p>	<p>Meet the World's Leading Life Sciences Supercluster (1hr)</p> <ul style="list-style-type: none"> ➤ Massachusetts Life Science Center ➤ MassBio ➤ Mehi and more... <p>Meet Massachusetts's life sciences key clusters. Learn why Boston is the world's leading life sciences ecosystem and how your business can take the most out of this supercluster.</p> <p>-----</p> <ul style="list-style-type: none"> ➤ Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)

FOC Accelerator - 2-Week Immersion Course Syllabus

Day	Morning Session Content (3 hr)	Speakers	Afternoon Session Content
Day 8	<p>Valuing Your Firm</p> <p>All valuations are based on a careful consideration of both hard facts and soft factors. We apply a thorough risk assessment of factors which include:</p> <ul style="list-style-type: none"> ➤ Management ➤ Market ➤ Science and technology ➤ Financials / funding phase <p>To determine the value of a company as accurately and as objectively as possible, we use a mixture of different assessment methods. All methods are specifically suited for the evaluation of technology companies, with high growth potential and start-up companies of all types. Although not every kind of valuation method is appropriate, Venture Valuation assesses each company according to their industry and financing phase.</p>	<p>Dennis Ford Professor CEO, LSN</p> <p>Domain Expert:</p> <p>Patrik Frei CEO, Venture Valuation</p>	<p>Pitching to a Panel of Investors II (1hr)</p> <p>A panel of 3 experienced investors will provide feedback and questions to the pitching CEOs.</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>
Day 9	<p>Tales from the Road: Finding, Vetting and Closing Capital</p> <p>Biotech and medtech entrepreneurs tell their stories of raising capital. You'll hear firsthand accounts of navigating the fundraising process and raising capital. Topics may include:</p> <ul style="list-style-type: none"> ➤ What stumbling blocks had they hit? ➤ How had they solved the issues, and what had they learned about raising capital? ➤ How did they go about finding potential investors, and how did they determine which investors they should pursue? 	<p>Dennis Ford Professor CEO, LSN</p> <p>Domain Experts:</p> <p>4 CEOs who have raised or are out raising money for their firms</p>	<p>Venture Café</p> <p>Attend Venture Café networking event. It serves as a physical nexus for helping innovators and entrepreneurs find one another and collaborate.</p> <p>-----</p> <p>Working on Branding & Messaging and Curating & Reaching Out to a List of Global Investors and Channel Partners (2hr)</p>
Day 10	<p>Final Presentation AM session</p> <p>Each participant will pass in a two-page executive summary, and a 10-12 slide pitch deck on their company and capital plan.</p> <p>20 companies will give their company overview to a live audience. This will be a 10-minute presentation.</p>	<p>Dennis Ford Professor CEO, LSN</p>	<p>Final Presentation PM session</p> <p>Each participant will pass in a two-page executive summary, and a 10-12 slide pitch deck on their company and capital plan.</p> <p>20 companies will give their company overview to a live audience. This will be a 10-minute presentation.</p>

Clients Who Used LSN Services as Part of a Successful Capital Raising Campaign

LSN Estimates That Over 300 Companies Have Raised \$400+ MM Utilizing the LSN Early Stage Partnering Platform.

Here Is a Partial List of the 64 Companies Who Have Read the “Fundraising Manifesto”, Used the LSN Investor Database and Attended Multiple RESIs as Part of Their Fundraising Process

Companies	Sector	Indication	Amount Raised (\$)	Finance Round	Investor
Manus Bio	Biotech Other	Microbial Manufacturing	\$2 mm	Bridge	Undisclosed
Thrive Biosciences	Biotech Other	CRO	\$7 mm	Venture	Undisclosed
Molecular Assemblies	Biotech R&D	Drug Delivery	\$2.3 mm	Seed	Agilent Technologies
Kiyatec	Biotech R&D	Neoplasms/Cancer/Oncology	\$3 mm	Undisclosed	SCRA
Feldan Therapeutics	Biotech R&D	Blood Diseases/Immune Disorders	Licensing Deal	Undisclosed	Amgen
MedStack, Inc.	Consumer Health	Self-Management	Undisclosed	Seed	Highline BETA
Cytosite Biopharma	Diagnostics	Imaging, Oncology	\$0.5 mm	Seed	Acorn Campus
Mellitus	Diagnostics	Diabetes	\$1 mm	Undisclosed	Broadview Ventures
Sabik Medical	Diagnostics	Prostate Cancer Diagnostic	\$1 mm	Venture	Acorn Campus Taiwan
Blaze Bioscience	Diagnostics	Tumor Therapies	\$16 mm	Series B	Keiretsu Capital
Chipcare	Diagnostics	Blood Testing	\$18 mm	Series B	Biotech Alliances Int
Parabase Genomics	Diagnostics	Neonatal Genomics	\$2 mm	Series B	SXE Ventures
RFPi LLC	Diagnostics	Blood Flow/Perfusion Imaging	\$2 mm	Angel	Undisclosed
Tangen Bio	Diagnostics	Molecular Diagnostics	\$2 mm	Venture	Undisclosed
Biomarker Strategies	Diagnostics	Cancer Diagnostics System	\$2.33 mm	Venture	Undisclosed
Aldatu Biosciences	Diagnostics	Infectious and Parasitic Diseases	\$200 k	Undisclosed	Undisclosed
20/20 Gene Systems	Diagnostics	Oncology	\$4.5 mm	Series A	Ping An Ventures
Vigilant Biosciences	Diagnostics	Early Cancer Detection	\$5.5 mm	Series B	Undisclosed
Lucerno Dynamics	Diagnostics	QA / QC for Imaging	\$6 mm	Series A	IDEA Fund Partners
Accel Diagnostics	Diagnostics	Cardiovascular	Undisclosed	Undisclosed	Innovation Works
CellSight Technologies	Diagnostics	Neoplasms/Cancer/Oncology	Undisclosed	Venture	TEEC Angel Fund Boehringer Ingelheim
Immunophotonics Inc	Diagnostics	Neoplasms/Cancer/Oncology	Undisclosed	Undisclosed	Undisclosed
RPS Diagnostics	Diagnostics	Infectious Disease	Undisclosed	Undisclosed	Undisclosed
PainQx	Healthcare IT	Self-Management	\$1.1 mm	Undisclosed	Arizona Angels
Pillo Health	Healthcare IT	Self-Management	\$1.5 mm	Undisclosed	BioAdvance
Unaliwear	Healthcare IT	Wearable Health Monitor	3.4 mm	Seed	Maxim Ventures
Green Light Medical	Healthcare IT	Self-Management	Undisclosed	Seed	JumpStart Foundry - Accelerator
NX Development Corp	Medical Device	Neoplasms/Cancer/Oncology	\$1 mm	Undisclosed	Undisclosed
Nido Surgical	Medical Device	Cardiovascular	\$1.3 mm	Series A	Broadview Ventures
Nativis	Medical Device	RFE Oncology Treatment	\$10 mm	Series A	Undisclosed
Endoshape	Medical Device	Coil Embolization & Occlusion	\$10.5 mm	Venture	Undisclosed

Clients Who Used LSN Services as Part of a Successful Capital Raising Campaign

Exact Imaging	Medical Device	Micro Ultrasound	\$16 mm	Series C	Lumira Capital
Woven Orthopedic Tech	Medical Device	Musculoskeletal Sys. & Cnnct. Tiss.	\$18 m	Undisclosed	Undisclosed
Metritrack	Medical Device	Neoplasms/Cancer/Oncology	\$220 k	Debt	Undisclosed
Perimeter Medical Imaging	Medical Device	Imaging	\$3.2 mm	Undisclosed	Ontario Bioscience Innovation Org.
Impel Neuropharma	Medical Device	Diseases of the Nervous System	\$36 mm	Series C	VenBIO, 5AM
Saranas	Medical Device	Cardiovascular	\$4 mm	Series B	angelMD
Skylit Medical	Medical Device	Light Therapy	\$400 k	Series A	Hale BioPharma Ventures
Clearwater Clinical Limited	Medical Device	Diseases of the Ear	\$6 mm	Series A	Whitcap Venture Partners
Adhesys Medical	Medical Device	Skin and Subcutaneous Tissue	Acquisition	Acquisition	Grunenthal
Innoblative Designs	Medical Device	Surgical Ablation	Undisclosed	Venture	Undisclosed
PhotoniCare	Medical Device	Imaging	Undisclosed	Seed	Julz, Almond Tree
Physiocue	Medical Device	Hypertension Reduction TX	Undisclosed	Seed	Danen Ventures
Sonavex Surgical	Medical Device	Imaging	Undisclosed	Undisclosed	Undisclosed
Theranova	Medical Device	Medical Device Developer	Undisclosed	Venture	Undisclosed
Tealbook	R&D Services; HIT	Self-Management	Undisclosed	Seed	StandUp Ventures
Curtana Pharmaceuticals	Therapeutics	Neoplasms/Cancer/Oncology	\$1 mm	Undisclosed	Biosense Global
Neurodyn	Therapeutics	CNS Diseases	\$1.41 mm	Series A	Undisclosed
NanoBio Corp.	Therapeutics	Nanotechnology / Vaccines	\$1.8 mm	Undisclosed	Undisclosed
Affiris Ag	Therapeutics	Immunotherapies	\$10 mm	Venture	Santo Holding
Thermalin	Therapeutics	Synthetic Insulin	\$15 mm	Series A	Hong Kong VC
Realist Pharma	Therapeutics	Neoplasms/Cancer/Oncology	\$150 k	Undisclosed	Emerillon Capital
Astrocyte Pharmaceuticals	Therapeutics	CNS Therapeutics	\$2.4 mm	Seed	Boston Harbor Angels
Jennerex	Therapeutics	Oncolytic Immunotherapeutics	\$21.6 mm	Venture	Undisclosed
ONL Therapeutics	Therapeutics	Diseases of the Eye	\$4.25 mm	Undisclosed	Novartis
Salaris Pharmaceuticals	Therapeutics	Oncology	\$5 mm	Undisclosed	Undisclosed
Iveena Delivery Systems	Therapeutics	Ocular Drug Delivery	\$600 k	Seed	USTAR Technology
Amal Therapeutics SA	Therapeutics	Neoplasms/Cancer/Oncology	\$8 mm	Undisclosed	Boehringer Ingelheim Venture Fund
Stemgenics	Therapeutics	Personalized Medicine	\$930 k	Seed	Undisclosed
NuVox Pharma	Therapeutics	Cardiovascular	Licensing Deal	Undisclosed	Undisclosed
Orphagen Pharmaceuticals	Therapeutics	Blood Diseases/Immune Disorders	Licensing Deal	Undisclosed	Japan Tobacco
ADT Pharmaceuticals	Therapeutics	Neoplasms/Cancer/Oncology	Undisclosed	Undisclosed	Undisclosed
Anagenesis Biotech	Therapeutics	Duchenne MD	Undisclosed	Undisclosed	Undisclosed
FLAG Therapeutics Inc	Therapeutics	Neoplasms/Cancer/Oncology	Undisclosed	Undisclosed	Undisclosed
Gigagen	Therapeutics	Blood Diseases/Immune Disorders	Undisclosed	Undisclosed	Undisclosed
Quralis	Therapeutics	ALS	Undisclosed	Seed	Sprout Bioventures
Sensulin LLC	Therapeutics	Endocrine, Nutri, & Metabolic Dis.	Undisclosed	Undisclosed	Undisclosed

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Have questions? Don't hesitate to contact:

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