

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) Partnering Network and the Redefining Early Stage Investments (RESI) Conference Series.



Life Science Nation (LSN) is a global partnering ecosystem that allows early stage companies with compelling technology assets to get plugged into the 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 "4 Ds".

- LSN curates two databases: a buy-side of global cross border early stage investors/partners and a sell-side of global cross domain technology assets.
- LSN also offers a sourcing and ranking service for clients who need to source and rank technology assets for channel, pipeline and portfolio development.
- LSN owns and operates the Redefining Early Stage Investments (RESI) conference series, that runs 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.

LSN Focus on Cures (FOC) Accelerator

The FOC Accelerator recruits best of breed international startups, who have been selected by their regional international entities (government, university, state, bio cluster) as top-tier/elite to come to FOC for a fundraising and partnership immersion course followed by getting wired into RESI conferences, the Global Family Office Bio-Forum/Angel Network and the LSN partner network.

Over the past decade other Boston based international accelerators and incubators are essentially offering “Venture Tourism,” using the Boston life science hub brand to plug their clients into the Boston/Cambridge life science player infrastructure and help with pitch decks. They have a lineup of mentors and investors who provide coaching and instruction on how navigate a fundraise. These incubators and accelerators scratch the surface of what really needs to be done, which is:

- Get a standard format which all the companies adhere to when presenting their firms. This includes a tagline, elevator pitch, one-page datasheet, two-page exec summary (the story), 10-12-slide pitch deck, website, etc. It's a lot more than a cursory presentation.
- Get the companies prepared for a global fundraise by getting a comprehensive list of investors and partners that are a fit for their technology and stage of development. This Global Target List (GTL) is extremely hard to develop and, if they try and do it on their own, is tedious, time consuming and can include very poor, inadequate, out-of-date results. Because LSN curates a global investor and partnering database, we can deliver a current, accurate, and complete GTL with just a few clicks.
- Teach the company execs how to do rudimentary sales and marketing by executing phone and email canvassing campaigns to set up conference calls and face-to-face meetings.
- Train company execs on how to use a CRM like salesforce.com to manage their partner list and campaign activities.
- Get them to global RESI conferences so that they can form relationships with cross-border partners seeking technology assets for their pipelines and portfolios.
- Using the LSN global partner network and RESI conference series, company executives should be able to move from a handful of meetings a year to 12-16 every few months. Since fundraising is essentially a numbers game, success is much more likely, as RESI has already proven its distinct value by helping over 350 companies raise over \$500mm in the last several years.
- The FOC Accelerator is not “Venture Tourism” but “Cross-Border Global Partner Relationship-Building for Capital Allocations”



A Partnering Platform for Early Stage Drugs, Devices, Diagnostics and Digital Health

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. The 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 technology and stage of development.

FOC staff provides one-on-one 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 350 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
Classes Teaching Scientist-Entrepreneurs Business Skills for Company Launch, Capital Raise, canvassing and Channel Partnership Development	Lectures and Hands-on Exercises in Developing a Company's Branding and Messaging + Curating your partner list and Reaching Out and canvassing o a List of Global Investors and Channel Partners + Meeting MA Life Science Ecosystem Players	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:

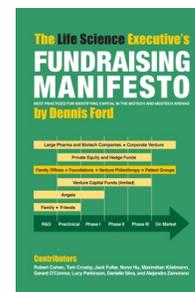
- Understanding the specific multi-tasking responsibilities that are required of a scientist-entrepreneur in an early-stage life science startup
- Learning basic usage of the tools designed for financing and managing a startup company
- Developing strategies and tactics for the process of moving toward 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 1

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 1 Morning 3 hours</p>	<p>Lecture: Intro to Entrepreneurship Financing and Business Development (45 minutes)</p> <ul style="list-style-type: none"> ➤ Introduce LSN staff and NIH SBIR companies ➤ Review class structure and parameters ➤ Explain how we develop a plan for presenting your company to clients, investors, and partners ➤ Go over “positioning guideline” <p>Workshop by NIH: NIH Representative, SBIR Roles Hopes, etc. (45 minutes)</p> <p>Lecture by VDC: The Changing Startup Landscape (45 minutes)</p> <p>Exercise: Active Listening Role Play Experience (45 minutes)</p>	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Todd Haim Program Director, NIH</p> <p>Bill Brah Director, Venture Development Center, UMass</p>	<p>Work on your company logo and tagline</p>
<p>Day 1 Afternoon 3 hours</p>	<p>Workshop by MWE: Negotiating Term Sheets - What’s Best For the Company and What’s Best For You? (1 hour)</p> <ul style="list-style-type: none"> ➤ This interactive workshop, organized and led by McDermott Will & Emery, will provide wisdom to company founders, investors and partners on the latest trends in both investor and licensing & collaboration term sheets. The workshop will cover common issues of concern to the parties to a term sheet (valuation/dilution, liquidation preference, board makeup, protective provisions, anti-dilution and IP). <p>Lecture: Positioning Step 1 – Logo & Tagline (1 hour)</p> <ul style="list-style-type: none"> ➤ distill company identity into a single line <p>Exercise: Take a stab at your tagline</p>	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Brian Bunn Partner, McDermott Will and Emery</p> <p>Byron Kalogerou Partner, McDermott Will and Emery</p>	

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 2

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 2 Morning 3 hours</p>	<p>Assignment Review: Tagline (10 minutes)</p> <p>Lecture: Branding & Messaging (50 minutes)</p> <ul style="list-style-type: none"> ➤ Build your brand through consistent messaging across logo, tagline, elevator pitch, tear sheet, executive summary, slide deck and website <p>Lecture: Positioning Step 2 – Elevator Pitch (1 hour)</p> <ul style="list-style-type: none"> ➤ Describe your company in 5-8 sentences ➤ It's the intro to your executive summary ➤ It's your phone & meeting intro <p>Lecture: Positioning Step 3 – Tear Sheet (1 hour)</p> <ul style="list-style-type: none"> ➤ Create a one-page snapshot concisely describe your team, product, IP, funding to date, advisory board, “ask” going forward 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Karen Deyo Research Analyst, LSN</p> <p>LSN Research Team</p>	<p>Work on your elevator pitch and one page tear sheet</p>
<p>Day 2 Afternoon 3 hours</p>	<p>Lecture: Debunking the Top 10 Myths in Fundraising (1 hour)</p> <ul style="list-style-type: none"> ➤ 10 categories of investors ➤ Regional vs. global ➤ Referral vs. fit ➤ ..and more <p>Lecture: Building Your Global Target List (GTL) (1 hour)</p> <p>LSN BD staff sit with each company and use the LSN Investor Database to create a GTL, review the list and email an excel spread sheet of the GTL to the company participants</p> <p>Exercise: Migrate your GTL into Salesforce.com or a CRM alternative (1 hour)</p>	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Greg Mannix VP of BD, LSN</p> <p>Bryanna Alison BD Manager, LSN</p> <p>LSN BD Team</p>	<p>Review your GTL and divide to tier 1, 2, and 3</p>

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 3

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 3 Morning 3 hours</p>	<p>Assignment Review: Elevator Pitch & Tear Sheet (1 hour)</p> <p>Lecture: Positioning Step 4 – Executive Summary (1 hour)</p> <ul style="list-style-type: none"> ➤ Finding your entrepreneurial voice and telling your story ➤ Creating a compelling narrative ➤ Authenticity <p>Lecture: Researching Global Investors (1 hour)</p> <ul style="list-style-type: none"> ➤ The best practices to increase precision and efficiency when identifying active investors based on fit for your opportunity 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Lucy Parkinson VP of Investor Research, LSN; CEO, Boston Innovation Capital</p> <p>Claire Jeong Senior Investor Research and Asia BD, Life Science Nation</p> <p>LSN Research Team</p>	
<p>Day 3 Afternoon 3 hours</p>	<p>Exercise: Tell Your Story (1 hour)</p> <ul style="list-style-type: none"> ➤ How was it that you wound up in present role with your company? ➤ How did the technology find you? ➤ Sit down with another student who will take notes and make outline of your story ➤ Repeat and reverse the process with your partner, so they now have the outline, too. <p>Excise Review: Go over some executive summary outlines (1 hour)</p> <ul style="list-style-type: none"> ➤ Outline leads to compelling story <p>Lecture: Going it Alone or Finding a Fundraising Partner (1 hour)</p> <ul style="list-style-type: none"> ➤ Explains how 3rd party fundraising services work ➤ Explains 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 – this lecture will cover the pros and cons of each 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u></p> <p>Lucy Parkinson VP of Investor Research, LSN; CEO, Boston Innovation Capital</p> <p>Claire Jeong Senior Investor Research and Asia BD, Life Science Nation</p> <p>LSN Research Team</p>	<p>Work on and write your executive summary for class review</p>

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 4

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 4 Morning 3 hours</p>	<p>Lecture: The LinkedIn Network for everything including recruiting employees, 3rd party services and early stage investors (deep dive) (1 hour)</p> <ul style="list-style-type: none"> ➤ LinkedIn 101 ➤ The process of identifying, qualifying and approaching on LinkedIn ➤ How to use search engines and social media sites to identify and profile potential investors ➤ Knowledge is power - how recruitment of employees works <p>Lecture: Building an Investor Pipeline and Forecasting Business (1 hour)</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, reporting and follow-up <p>Lecture: Cold Calling, Phone & Email Canvassing (1hour)</p> <ul style="list-style-type: none"> ➤ The tricks of the trade of canvassing by phone and email ➤ Experts in canvassing explain their methodologies in cold calling & follow-up 	<p>Dennis Ford Professor CEO, LSN</p> <p>Domain Experts:</p> <p>Sully Malik CEO, Digital Health Recruitment</p> <p>Greg Mannix VP of BD, LSN</p> <p>Bryanna Alison BD Manager, LSN</p> <p>LSN BD Team</p>	<p>Finish editing your executive summary</p> <p>Work on your slide deck for class review</p>
<p>Day 4 Afternoon 3 hours</p>	<p>Assignment Review: Executive Summary (2 hours)</p> <ul style="list-style-type: none"> ➤ Deliver first pass of executive summary; we will go over in class <p>Lecture: Positioning Step 5 – Slide Deck (1 hour)</p> <ul style="list-style-type: none"> ➤ 10-12 page PowerPoint presentation ➤ What investors are looking for and how your slide deck should get you in the door 	<p>Dennis Ford Professor CEO, LSN</p> <p>Domain Expert:</p> <p>Lucy Parkinson VP of Investor Research, LSN; CEO, Boston Innovation Capital</p> <p>Claire Jeong Senior Investor Research and Asia BD, LSN</p> <p>LSN Research Team</p>	

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 5

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 5 Morning 3 hours</p>	<p>Assignment Review: Slide Deck (3 hours)</p> <ul style="list-style-type: none"> ➤ 10-15 minutes PowerPoint presentation per company to the class 	<p>Dennis Ford Professor CEO, LSN</p>	
<p>Day 5 Afternoon 3 hours</p>	<p>Lecture: How to Iterate a Business Plan/Model (1 hour)</p> <ul style="list-style-type: none"> ➤ Lean canvass, customer-centric prototypes, customer feedback drives product based on customer needs ➤ First look at your company positioning, start to work your tag line and elevator pitch. Student will be called upon to give tagline and elevator pitch in class <p>Week 1 Summary (1 hour)</p> <p>CLASS ENDS AT 3PM</p>	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Expert:</u></p> <p>Dan Phillips CEO Cloud Health</p>	<p>Polish your tagline, elevator pitch, tear sheet, executive summary and slide deck</p>

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 6

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 6 Morning 3 hours</p>	<p>Workshop by Venture Valuation: Valuing Your Firm (3 hours) 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 <ul style="list-style-type: none"> ○ 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>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Expert:</u> Patrik Frei CEO, Venture Valuation</p>	<p>Finalize your tagline, elevator pitch, tear sheet, executive summary</p>
<p>Day 6 Afternoon 3 hours</p>	<p>Workshop by CRO: Service Providers, How to Manage Your Virtual Partner Relationships (1.5 hour)</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>Lecture: Interacting with Large Pharma Partners (1.5 hour)</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 ○ Drug Discovery ○ Drug Development ➤ Business Development 	<p>Dennis Ford Professor CEO, LSN</p> <p><u>Domain Experts:</u> Richard Soll CRO Consultant</p> <p>Bill Kohlbrenner CSO, LSN</p>	

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 7

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 7 Morning 3 hours</p>	<p>Panel: Tales from the Road - Finding, Vetting and Closing Capital (1.5 hour)</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? <ul style="list-style-type: none"> ○ How did they go about finding potential investors, and how did they determine which investors they should pursue? <p>Lecture: Blue Ocean, Red Ocean, Market Segmentation (45 minutes)</p> <ul style="list-style-type: none"> ➤ How to understand where you fit in your marketplace <p>Lecture: Creating and Mapping Personas That Fit Your Company Product and Market (45 minutes)</p> <ul style="list-style-type: none"> ➤ Understand the profiles of the target clients for your company 	<p>Dennis Ford Professor CEO, LSN</p> <p>Domain Experts: 5 serial entrepreneurs who have raised or are out raising money for their firms</p> <p>David McFarlane President & COO, Help Scout</p> <p>Kent Summers Mentor and Outreach Instructor, MIT's Venture Mentoring Service Coach, Harvard Advanced Leadership Initiative (ALI)</p>	<p>Work on your PowerPoint presentation</p>
<p>Day 7 Afternoon 3 hours</p>	<p style="text-align: center;">-- CANVASSING STARTS --</p> <p>Exercise: Realtime Phone and Email Canvassing – 1 (3 hours)</p> <p>You have your list:</p> <ul style="list-style-type: none"> ➤ Parse into High, Medium & Low? ➤ Write your intro email and send to 100 targets ➤ Make 10 intro calls asking for a meeting. <p>1-on-1 support from LSN BD & Research team on sending intro emails and making intro calls</p> <p>How did they go about finding potential investors, and how did they determine which investors they should pursue?</p>	<p>Dennis Ford Professor CEO, LSN</p> <p>LSN research and BD team man the phones with you</p>	

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 8

Week	Content to be covered in class in person	Speakers	Assignments due for the following class
<p>Day 8 Morning 3 hours</p>	<p>Exercise: Constant Contact Email Reporting</p> <ul style="list-style-type: none"> ➤ Go over report on clicks garnered from phone and email canvassing <p>Exercise: Realtime Phone and Email Canvassing – 2 (3 hours)</p> <p>You have your list:</p> <ul style="list-style-type: none"> ➤ Make 10 follow-up calls to those who clicked asking for a meeting. ➤ Send out follow up emails to those who didn't click and make 10 cold calls ➤ Send out intro emails to another 100 targets <p>1-on-1 support from LSN BD & Research team on sending intro emails and making intro calls</p>	<p>Dennis Ford Professor CEO, LSN</p> <p>LSN research and BD team man the phones with you</p>	
<p>Day 8 Afternoon 3 hours</p>	<p>Exercise: Constant Contact Email Reporting</p> <ul style="list-style-type: none"> ➤ Go over report on clicks garnered from phone and email canvassing <p>Exercise: Realtime Phone and Email Canvassing – 3 (3 hours)</p> <p>You have your list:</p> <ul style="list-style-type: none"> ➤ Make 10 follow-up calls to those who clicked asking for a meeting. ➤ Send out follow up emails to those who didn't click and make 10 cold calls ➤ Send out intro emails to another 100 targets <p>1-on-1 support from LSN BD & Research team on sending intro emails and making intro calls</p>	<p>Dennis Ford Professor CEO, LSN</p> <p>LSN research and BD team man the phones with you</p>	<p>Practice giving your final presentation</p>

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 9

Week	Content to be covered in class in person	Speakers
<p>Day 9 Morning 3 hours</p>	<p>Exercise: Constant Contact Email Reporting</p> <ul style="list-style-type: none"> ➤ Go over report on clicks garnered from phone and email canvassing <p>Exercise:</p> <p>Realtime Phone and Email Canvassing – 4 (3 hours)</p> <p>You have your list:</p> <ul style="list-style-type: none"> ➤ Make 10 follow-up calls to those who clicked asking for a meeting. ➤ Send out follow up emails to those who didn't click and make 10 cold calls <p>Summarize Phone and Email Canvassing Experience</p>	<p>Dennis Ford Professor CEO, LSN</p> <p>LSN research and BD team man the phones with you</p>
<p>Day 9 Afternoon 3 hours</p>	<p>Preparation for Final Shark Tank Presentation</p>	<p>Dennis Ford Professor CEO, LSN</p> <p>LSN research and BD team man the phones with you</p>

FOC Accelerator - 2-Week Immersion Course Syllabus

DAY 10

Week	Content to be covered in class in person	Speakers
<p>Day 10 Morning 3 hours</p>	<p>Final Presentation: Shark Tank Presentation (3 hours)</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> <ul style="list-style-type: none"> ➤ Each company will be present their company overview to a live audience and a panel of judges who will score and comment on your PowerPoint presentation. This will be a five-minute presentation. 	<p>Dennis Ford Professor CEO, LSN</p> <p>Panel of Judges & audience</p>
<p>Day 10 Afternoon 3 hours</p>	<p>Wrap up and summary of MKT 466: Class will fill out form on how the class met expectations and provide feedback (3 hours)</p>	<p>Dennis Ford Professor CEO, LSN</p>

Extracurricular Activities: Meeting MA Life Science Ecosystem Players

Meet the Incubators

Incubators Overview and Showcase: Startups will learn about the incubators and how they can contribute to startups' success.

- ACTION Innovation Network
- North Shore InnoVentures
- M2D2
- CI Works
- Mansfield BIO Incubator

and more...

SmartLabs

Novel custom lab facilities in Kendall Square

CIC

Visit to Cambridge Innovation Center in the world-renowned Kendall Square the biggest office facility for growing technology companies in Massachusetts.

- Attend Venture Café, long-standing networking event

Welcome to MIT

Introduction to MIT, key facts and philosophy of the institution. Cultural tour to MIT.

Koch Institute & Langer Lab

Visit to MIT's Koch Institute and Langer Lab, an example of a unique research center and lab.

Meet the World's Leading Life Sciences Supercluster

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.

- Massachusetts Life Science Center
- MassBio
- Mehi

and more...

FOC Accelerator - Guest Participant Bios

William Kohlbrenner, Ph.D., CSO, Life Science Nation

Dr. Kohlbrenner is currently Chief Scientific Officer at Life Science Nation (LSN) and is Consulting Scientist for Boston Innovation Capital. In addition, he is CEO of NeuroLucent, a Chicago-based company working on Alzheimer's disease. Prior to joining LSN, Bill was a director at AbbVie, where he led a global scouting team and conducted strategic assessments of early- and late-stage pipeline opportunities. Earlier in his career, Bill led drug discovery research programs in oncology, antivirals, and antibacterials. Bill has co-authored numerous research articles (~60) examining the fundamental aspects of various drug targets and the molecular basis of drug action. He received his Ph.D. from the State University of New York (SUNY) and completed postdoctoral training at the Molecular Biology Institute at UCLA.

Gregory Mannix – VP of International Business Development, Life Science Nation

Greg Mannix is Vice President of International Business Development at Life Science Nation. After graduating from the University of California, he moved to Europe where he began a career in the life sciences and obtained a Master's degree from IE Business School in Madrid. He has extensive experience in sales and marketing management in the medical devices field. He has worked extensively in Europe, North America and Latin America and he speaks English, Spanish and French. Greg's role at LSN is to provide international early-stage companies with the tools and strategies to successfully fundraise and to facilitate cross-boarder investments, licensing and M&A transactions.

Bryanna Allison – Business Development Manager, Life Science Nation

Bryanna holds a bachelor's degree in Psychology and Biology from Providence College in Rhode Island. As an experienced Business Development Manager with a STEM background, Bryanna brings to the table the ability to translate science into business: how to communicate, present and develop professional relationships. Before joining Life Science Nation, Bryanna worked at Tufts Medical Center. She is a Massachusetts native.

Lucy Parkinson – CEO, Boston Innovation Capital; VP of Investor Research, Life Science Nation

Lucy Parkinson is CEO of Boston Innovation Capital and VP of Investor Research, leading LSN's investor outreach and analysis team. In over five years as an employee of both Life Science Nation and Boston Innovation Capital, she has analyzed global investors and channel partners in depth and determined which have vetted mandates and are a fit for her clients. She leads a team of global investor research analysts that curate the LSN Investor Platform, which tracks 10 categories of early-stage life science investors across the silos of drugs, devices, diagnostics and digital health. Lucy also runs the programming of LSN's Redefining Early Stage Investments (RESI) Conference Series, which hosts about 2000 investors annually. She was a contributing writer for The Life Science Executive's Fundraising Manifesto and to two articles published in Nature Bioentrepreneur, as well as being a frequent contributor to LSN's Next Phase weekly newsletter. Prior to joining LSN, Lucy spent several years working at CPA firms, gaining experience working with small corporations, partnerships and non-profit organizations. Lucy graduated from the University of Leeds with a degree in the History and Philosophy of Science. She is a FINRA-registered securities representative and principal, holding Series 7,24, and 63 registrations.

Claire (Chae-Kyeong) Jeong – Director of Investor Research, Asia BD, Life Science Nation

As Director of Investor Research and Asia BD at LSN, Claire is responsible for curating the LSN Investor Platform and manages relationships with a wide network of investors and pharmaceuticals across the globe, including groups in South Korea and Japan. Leveraging her global network, Claire has recruited close to 700 investors to attend RESI in the last year. Claire enjoys identifying new life science technologies and helping facilitate connections between startups and investors in her network. As Asia BD, Claire leads LSN's business development efforts in South Korea and recently collaborated with trade organizations and regional bioclusters including KOTRA, KoreaBio, KIMST, among others, through which Claire has helped Korean startups construct effective strategies in building relationships with global investors. She has spoken at bootcamps organized in Korea. In addition, Claire is the team lead for the Innovation Challenge, a start-up competition organized during every RESI conference. Prior to joining LSN, Claire has worked on cutting-edge in vitro diagnostics in the USA and Korea-based companies, where she became passionate about becoming more involved in the life sciences startup industry. Claire graduated from Boston College with a Bachelor of Science Degree as a Biochemistry Major and Mathematics Minor.

FOC Accelerator - Guest Participant Bios

Jessica Yang – Senior Research Analyst & Asia BD, Life Science Nation

Jessica is Senior Research Analyst and Asia BD at Life Science Nation. Jessica is specialized in investor outreach and market research, with a focus on Asia-US cross-border transactions. Jessica has built effective relationships for LSN with strategic partners across the globe, including those in China, Hong Kong, and Taiwan. Jessica also helped one of Boston Innovation Capital's clients - Thermalin Inc - a novel insulin therapy company, on raising \$8M in series A round from her investor connections. Prior to joining LSN, Jessica has worked in GENEWIZ in New Jersey and Roche Diagnostics in Taiwan with product marketing projects. Jessica has investigated the cross-take genes involving in radio-resistance and invasion phenotypes in Head and Neck Cancer as her undergraduate research. Jessica also focused on the unmet medical needs, regulatory framework, and pharmaceutical economics for Type 2 Diabetes while she was studying at New York University. Jessica received a Master of Science Degree from New York University in Biotechnology and Entrepreneurship and a Bachelor of Science Degree from Chang Gung University in Medical Biotechnology.

Karen Deyo – Research Analyst, Life Science Nation

Karen Deyo is an Investor Research Analyst at Life Science Nation. In addition to her role curating the LSN Investor Platform, she is actively involved in Israel BD, utilizing her professional and personal connections to connect LSN to the Israeli life sciences startup community. She has also been involved in evaluating companies for the Innovation Challenge for LSN's RESI conference series, evaluating over 100 companies since joining LSN. Karen has a broad research background, with experience in small-diameter vascular tissue engineering, developing an HIV POC diagnostic for developing countries as well as working to create newer animal models for cancer research using human cancer cells. This work has led her to be the co-author on three publications. Karen has a Masters of Engineering in Biomedical Engineering as well as a Certificate in Graduate Business Study from Worcester Polytechnic Institute and a Bachelor of Science degree in Engineering with a concentration in Bioengineering from Olin College of Engineering.

George D. Kamphaus, Ph.D. – Research Analyst, Life Science Nation

George completed his Ph.D. in Biomedical Science with a focus in cell and molecular biology in 1998. Subsequently, he spent nearly two years as a post-doc at Beth Israel Deaconess Medical Center studying anti-angiogenic compounds as potential oncology therapeutics. After his post-doc, he spent nearly twelve years in research and development of therapeutics for both oncology and hemophilia. He has worked in both early-stage and large biotech companies. After joined LSN, George was on the review panel for two RESI conference Innovation Challenges. Subsequent to his biotech career, George worked for nearly six years in the financial office of a dental practice where he gained a valuable understanding of company.

Nono Hu – Director of Marketing, Life Science Nation

Nono Hu joined Life Science Nation in 2013 as Director of Marketing. She is experienced in developing brand identity for early stage healthcare companies. Her specialties include investor-centric marketing collateral creation, email marketing and social media campaigns, media relations, and event planning. Prior to LSN, Nono worked at major PR & communication agencies such as Ogilvy, Ketchum, Regan Communications and Shanghai Media Group. Nono received her Master's degree in Public Relations from the University of Miami and is a contributor of the book *The Life Science Executive's Fundraising Manifesto*. Additionally, Nono is a native speaker of Chinese and a global citizen. She understands the nuances of the eastern and western cultures.

Byron S. Kalogerou – Partner, McDermott Will & Emery

Byron S. Kalogerou is the founder of the Firm's Life Science Industry Group and the senior attorney in the Boston Corporate Practice. He focuses his practice on domestic and cross-border mergers and acquisitions, finance, and joint ventures and alliances. He has substantial on-the-ground experience structuring mergers, acquisitions, divestitures and joint ventures on six continents. Byron has extensive industry background in the life science, industrial and manufacturing sectors. He also acts as outside general counsel to a number of companies. Byron is a member of our legal cannabis industry group. Our Cannabis Industry group is a multidisciplinary team of lawyers providing clients with regulatory, litigation, intellectual property, trade and tax services with respect to their investments and participation in the cannabis industry, all subject to the Firm's obligations under federal and state laws and bar licensure rules.

FOC Accelerator - Guest Participant Bios

Brian M. Bunn – Partner, McDermott Will & Emery

Brian M. Bunn maintains a general business practice and advises companies and investors in connection with general corporate law, mergers and acquisitions, and venture capital financing transactions. Brian has represented clients in a variety of merger and acquisition transactions involving US and international businesses in a wide range of industries, including life sciences, health care, medical devices, manufacturing, energy and technology. In the private equity and venture capital area, Brian has represented companies and investors in all stages of debt and equity financings. His international experience includes merger and acquisition transactions involving businesses in China, Germany and the United Kingdom.

Dr. Richard Soll – CRO Consultant

Rich has advanced more than 40 integrated programs across major target classes and therapeutic indications from hits to lead optimization campaigns, giving rise to clinical candidates including those designated by the FDA as breakthrough therapies. Previously, Rich was CSO and VP of R&D at TargeGen where he led innovative clinical-stage R&D programs including a highly selective JAK2 inhibitor fedratinib (SAR302503; TG101348) for the treatment of myeloproliferative disorders, leading to the acquisition of TargeGen by Sanofi. Before TargeGen, Rich founded the chemistry department at 3-Dimensional Pharmaceuticals as VP of Chemistry and spent 10 years at Wyeth Pharmaceuticals. Rich has been an SAB member to biotechs, advisor to entrepreneurs, and has produced more than 100 patents and papers.

Dr. Patrik Frei – Founder and CEO of Venture Valuation AG

Dr. Patrik Frei is founder and CEO of Venture Valuation AG, Switzerland. He started the company in 1999 when he noticed a need for independent valuation services in high growth industries during a collaboration with Novartis Venture Fund, which became his first client. Since then he has been involved in over 250 valuations for investors as well as biotech, Pharma and medtech companies. Patrik graduated from the Business University of St. Gallen and completed his Ph.D thesis (“Assessment and valuation of high growth companies”) at the Swiss Federal Institute of Technology, EPFL Lausanne. Patrik was a board member and one of the original founders of Ineo, a holding company of the Swiss dental implant VC-backed firm Thommen Medical. He is also the Chairman of Ophthalmopharma, a Swiss based biotech ophthalmology company, where he successfully out-licensed a portfolio of 4 products. Furthermore, Patrik is member of the board of Kleinkraftwerk Birseck AG (KKBN:Berne) a publicly quoted cleantech company. Patrik’s articles have been published in a number of scientific journals including “Nature Biotechnology”, “Chimia” and other business publications (“Starting a Business in the Life Sciences: From Idea to Market” and “Building Biotechnology: Starting, Managing, and Understanding Biotechnology Companies”). He has also lectured at Seoul National University, South Korea, EPFL Lausanne, University of St. Gallen and gives regular workshops on valuation.

Sully Malik – CEO, Digital Health Recruitment

After years of successfully selling technology and services into large pharma, biotech, and medtech companies, Sully Malik recognize the lack of top business development talent for cutting edge companies trying to penetrate the life sciences and healthcare market. Digital Health Recruitment was founded in 2018 to address this issue, and connect top performing sales, marketing, and business development talent with emerging digital health companies. Sully Malik is an alumnus of Life Science Nation, and Sully currently attends Harvard Extension School.

David McFarlane – President & COO, Help Scout

David McFarlane has a history of successful IPOs, M&A exits and long term quarterly execution in the software industry. Most recently he was CEO & Co-Founder of Akiban Technologies. Before that, he was COO responsible for worldwide sales, marketing and services of Imlogic which was acquired by Symantec for \$90MM. He was also President & COO of Xchange Inc., which IPO'd. He is an investor at CommonAngels, and was the President and COO of Litmus.

FOC Accelerator - Guest Participant Bios

Kent Summers – Mentor and Outreach Instructor, MIT’s Venture Mentoring Service; Coach, Harvard Advanced Leadership Initiative (ALI)

Kent Summers is a seasoned software entrepreneur with four successful exits (three as founder/CEO) and long-time contributor to the Boston entrepreneurship community in both academic and volunteer capacities. For the past ten years Kent has presented his Sales Bootcamp for Start-ups workshop to over 3,000 students and founders at dozens of venues including MassChallenge, TiE Scaleup, MIT IAP and the Sales and Business Development clubs at the Sloan School, the Harvard Business School, and the Wharton School at the University of Pennsylvania. Kent is an active Mentor and Outreach Instructor with the MIT Venture Mentoring Service and consults with the Harvard Advanced Leadership Initiative to coach Fellows through social mission-based company formation challenges. Kent is an investor and serves on the Board of several companies in the Boston and NYC areas.

Dan Phillips – CEO & Co-Founder, CloudHealth Technologies

As Chief Executive Officer and Co-Founder of CloudHealth Technologies, Dan Phillips envisions CloudHealth as the industry leading IT service management platform for the cloud. He is passionate about CloudHealth’s role in enabling IT service management for this very disruptive and dynamic cloud environment, as well as establishing Boston as the leadership center for cloud management technology. Dan has spent his entire career at the forefront of IT systems management and its evolution of changing technology and infrastructure. His experience includes 25 years as an executive with four venture capital-backed IT management startups. Two of these companies achieved successful initial public offerings (IPO’s) on NASDAQ and two were acquired by fortune 200 companies. The most prominent was as COO of Concord Communications which attained an \$800M market cap and the most recent was as CEO of Silverback Technologies which was acquired by Dell Inc. Prior to CloudHealth, Dan spent 4 years founding and growing the Entrepreneurship Center at the University of Massachusetts Boston, bringing entrepreneurship and workforce development to our local, urban, diverse, and public university. During that time, Dan also helped build the Venture Development Center at UMass Boston, an incubation center for technology and life science based startups. Dan is also the founder of the UMass Boston Entrepreneurship Center Scholarship Program.

Todd Haim – Program Director, National Institute of Health (NIH)

Dr. Todd Haim is a Program Director at the National Cancer Institute’s Small Business Innovation Research (SBIR) Development Center. Dr. Haim manages SBIR & STTR grants and contracts focused on the development of novel cancer therapeutics, preventative agents, and drug discovery technologies that incorporate the tumor microenvironment. Previously, he was a Research Associate and Christine Mirzayan Science and Technology Policy Fellow at the National Academy of Sciences. He completed a postdoctoral fellowship at Pfizer in which he led research efforts in a collaboration with Washington University School of Medicine in St. Louis that illustrated a mechanism for altered cardiac contractility due to excess fatty acids. Dr. Haim graduated from Albert Einstein College of Medicine in January 2007 with a PhD in biomedical research and obtained a certificate in technology commercialization from John Hopkins’ Carey Business School in 2011.

William Brah – Founder & Executive Director, UMass Venture Development Center

William has over 25 years’ experience in science, policy and business, building and running award-winning programs that help innovators succeed. Since opening in 2009, the Venture Development Center has supported 95 new healthcare, biotech and health Ghazi tech companies which have 955 employees and have raised \$700.1M in venture capital. Investors include 5 of the top 10 venture capital firms. Amazon recently announced the acquisition of one of the companies, online pharmacy PillPack, for nearly \$1billion.

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.

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
Salarius 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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[\[File\] Branding & Messaging Slide Deck](#)

[\[File\] Book: *The Life Science Executive's Fundraising Manifesto*](#)

[\[File\] Nature Article: *Aligning Needs*](#)

[\[File\] Nature Article: *The View Beyond Venture Capital*](#)

Have questions? Don't hesitate to contact:

Gregory Mannix

Vice President International Business Development

Life Science Nation

9B Hamilton Place

Boston, MA 02108

O. +1 (617) 600-5813

C. +1 (617) 992-4777