

THE VISION | The Life Science Nation (LSN) Story

A Unique Funding & Partnering Vehicle

Life Science Nation (LSN) has built a sourcing and funding global superstructure featuring elite global technology assets, as well as the investors, pharma, and channel partners who seek them. The international infrastructure consists of over 300 regional tech hubs, accelerators, and incubators whose constituents attend the global LSN Healthtech Partnering Week conferences. These quarterly events feature three back-to-back conferences, Redefining Early Stage Investments (RESI), 4D Meets AI, and Longevity, Health & Innovation partnering events. In addition to partnering events, LSN's Focus on Cures Accelerator provides a global fundraising preparation service for early-stage CEOs. LSN attracts more than 2,000 attendees per each LSN Healthtech Partnering Week.

Matching Buyers and Sellers

LSN partnering events' distinct value and competitive differentiator is a unique system that facilitates the matching of early-stage investors and partners (buyers) with scientist-entrepreneurs and fundraising CEOs (sellers) based on stage of development and product fit. This can only be accomplished by curating detailed, up-to-date profiles of the companies who regularly attend the events, which are stored in LSN's two commercial databases. LSN has also pioneered programs for mentoring fundraising firms on how to adroitly approach partners (branding and messaging) and a four-step follow-up process for securing meetings. Matching, messaging, and follow-up enables exceedingly efficient partnering at LSN events and avoids empty tables and ill-fitting meetings. Another feature of LSN partnering events is that they are cross-domain, serving the silos of Drugs, Devices, Diagnostics and Digital Health (the 4Ds). This superstructure has various components consisting of the following:

- **Life Science Databases:** LSN curates two databases, consisting of a buy-side of ten categories with 10,000+ investors representing several thousand firms and a sell-side of more than 57,000 global technology assets.
 - **Investor Platform:** A life-science-specific investor platform available to scientist-entrepreneurs raising capital which organizes present and future-looking investor data collected and curated by LSN's Investor Research team
 - **Company Platform:** A life science company database, covering emerging "4D" company profiles, product pipelines, licensing opportunities, financing rounds, technologies, licensing deals and management details
- **Partnering Events:** Life Science Nation Healthtech Partnering Week
 - The international **Redefining Early-Stage Investments (RESI) Conference Series**, an established, go-to partnering event series for fundraising CEOs, early-stage investors, partners, and service providers around the world, spanning five continents, with support from governmental agencies and regional tech hubs
 - The newly launched **4D Meets AI** partnering conference, advancing drugs, devices, diagnostics, and digital health (4Ds) through the power of artificial intelligence (AI).
 - **Longevity, Health & Innovation (LHI)**, co-organized with Mary Furlong & Associates, is a new partnering conference focused on conditions related to aging, market challenges, and solutions via early-stage companies and their promising tech and products. LHI brings fundraising start-ups together with investors in longevity innovation to make deals in order that today's seniors live longer, healthier lives.
- **Sourcing and Ranking Service:** An expert system that matches buyers and sellers together and ranks the investment value of a company.
- The **Focus on Cures (FOC) Accelerator** facilitates the migration of elite international regional start-up companies into the global capital arena using the LSN ecosystem. It offers a one-week program that prepares elite international companies for a global fundraise integrated into LSN's global partnering network.

THE EXPERIENCE | Digital Networking & LSN's Hybrid Event Model

The Digital Model Works

Moving from onsite gatherings to a digital format has been a major hurdle for all life science conference providers. LSN has become a change agent in the digital conference arena as one of the first companies to pivot to digital and adapt to serve its constituents. LSN's new model transitions its typical onsite one-day events into three-day virtual events, which has been met with enthusiasm from the life science community. Future projections indicate that a hybrid model consisting of in-person partnering meetings with virtual meetings also available, will greatly enhance LSN's position as the premier early-stage partnering company.

A New Model Going Forward

Healthtech Partnering Week is extending LSN's community, which has been built and grown through seven years of successful RESI events. Its two new events, 4D Meets AI and Longevity, Health & Innovation, co-located with RESI, will attract an adjacent, but distinct demographic and further differentiate LSN in the early-stage arena. LSN projects growing from five annual events to twelve, expanding its community from 4,000 to 10,000 global attendees.

THE EXPERIENCE | Event Features

Partnering

Partnering is one of the most valuable facets of LSN conferences. The partnering platform is designed to match attendees based on sector, indication, phase of development, etc., eliminating the question, "Is this meeting with this company a good fit for my needs?" Fundraising companies are matched with a diverse pool of international investors who fit both development stage and product set. Investors and strategic partners can explore the latest innovation in a format that easily connects them with products they are most interested in, which makes meetings dynamic and compelling.

Panel Presentations

The who's-who of global life science early stage investors are featured on our panels. We cover ten categories of investors from angels and family offices to VC, PE, and strategic corporate partners. These panels can be live or pre-recorded and are available for viewing online via the event website. These 50-minute discussions feature four panelists and one moderator, made up of active investors, strategic partners, and key industry leaders, with a dedicated range of topics focused on the early-stage life science ecosystem investment and partnerships.

Innovator's Pitch Challenge

LSN gives start-ups the opportunity to pitch directly to a panel of investors, followed by a live Q&A. Each company will have a pre-recorded pitch posted on a dedicated page linked from the event agenda, increasing their exposure to the investor attendees.

THE EVENTS | Healthtech Partnering Week & Dedicated 2-Day Partnering

Healthtech Partnering Week

Three back-to-back digital partnering conferences: Redefining Early Stage Investments (RESI), 4D Meets AI, and Longevity, Health & Innovation (LHI) connect the early-stage community with a quarterly, global event trifecta, hosting thousands of attendees each week. Each event consists of educational workshops, interactive pitch sessions with live investor Q&A, and expert panels featuring industry stars, and the premier partnering platform which matches attendees based on a series of preferences, including technology and stage of development.



Save the Date!
January 11-15, 2021

HEALTHTECH PARTNERING WEEK



Redefining Early-Stage Investments (RESI)

The Redefining Early Stage Investments (RESI) conference series connects start-ups with early-stage investors and strategic channel partners to maximize the capability of these companies, from seed to series B, to find partners who are a fit for their technology and stage of development. RESI is cross-border and cross-domain, connecting start-ups with ten categories of global investors across the silos of drugs, devices, diagnostics, and digital health. RESI caters to both the earliest stage start-ups, those seeking grants, seed and angel capital, and the early-stage firms who seek series A and B funding.

4D Meets AI (4D)

Artificial intelligence (AI) is rapidly reshaping the healthcare landscape, and redefining what is possible in life science. The business of AI is broken down into two groups: the buyers and the sellers. 4D Meets AI is a partnering conference that connects the investors and strategic partners and matches them to companies developing and commercializing AI technology in drugs, devices, diagnostics, and digital health (the 4 Ds) to revolutionize healthcare. In addition to pitch sessions and one-on-one meetings hosted by our premier partnering platform, 4D Meets AI features investor and application panels to expand your knowledge of the industry and learn the latest trends and developments. This two-day digital conference provides the opportunity to meet strategic partners, learn from the experts, and build relationships to advance the future of healthcare.



Longevity, Health & Innovation (LHI), Co-Organized with Mary Furlong & Associates

The aging boomer population contributed \$8.3 trillion in economic activity to the 2018 US economy, and that number is projected to triple by 2050. The need for advancements in drugs, devices, diagnostics, and digital health for the treatment of age-related conditions is crucial. Longevity, Health & Innovation (LHI) is a new partnering conference co-organized with Mary Furlong & Associates, the preeminent leader in the longevity education market. It focuses on conditions related to aging, market challenges, and solutions via early-stage companies and their promising tech and products. LHI brings fundraising startups together with investors in longevity innovation to make deals in order that today's seniors live longer, healthier lives.



RESI 2-Day Dedicated Partnering Events

Because partnering is a year-round activity, RESI 2-Day Dedicated Partnering events are designed to supplement deal-making between quarterly Healthtech Partnering Weeks through facilitating dialogue and growing relationships, in order to advance deals and allocations.

THE SERVICES | Sourcing Global Assets

Sourcing, Vetting and Developing Global Technology Assets

There is an impending bottleneck of fundable assets that is the downside of this current golden age of technology in healthcare. Today's top (although rarely discussed) conundrum for investors and their portfolio companies is that there is a bevy of fundable early-stage companies about to enter or currently in the capital raise marketplace. The capital competition is fierce and getting one's company above the noise in this global funding fray is the next big challenge. Just as companies must spend weeks preparing for a global roadshow for an IPO, LSN believes, to be competitive with seed, series A and B, companies must do the same. To achieve this, LSN is growing its Focus on Cures Accelerator footprint to enable elite technology companies to successfully prepare and execute global early-stage capital campaigns.

Regional to Global

International governmental entities heavily invest in regional entrepreneurial programs to provide their scientist-entrepreneurs with a global audience, and to attract compelling companies to take advantage of their regional capabilities. LSN has published fundraising books, built a partnering super-structure, and launched the Focus on Cures (FOC) Accelerator to assist in these goals. Additionally, LSN hosts a one-week fundraising campaign preparation class that is a game-changer for companies seeking institutional funding. Class deliverables include, but are not limited to:

- How to get a list of partners that are a fit for your stage of development and product set using LSN's investor database.
- How to define your competitive landscape using LSN's company database.
- Get your company's branding and messaging cogent to highlight unique value in a clear and easily delivered message to start meeting strategic partners.
- CRM management to curate a list of potential partners that fit campaign needs.
- Create and execute email and phone canvassing plans. Yes, we teach how to write an intro email and make calls.
- How to conduct follow-up calls, over and over again. This is where 99% of companies fail.
- How to use the RESI partnering system effectively to meet strategic partners.

Sourcing & Ranking Service (SRS)

LSN is uniquely positioned to rapidly identify and assess technology assets for clients focusing on any disease area of interest. LSN has strong data capabilities and deep relationships with our partners who have asked for LSN's assistance in stack-ranking assets, particularly parked pharma assets and NIH-affiliated assets.

- **Source:** LSN Company Database, consisting of a buy-side of ten categories with 10,000+ investors representing several thousand firms and a sell-side of more than 57,000 global technology assets, Event Pitch Challenges (120+ companies every few months), BIC clients & partner network (NIH & Other institutions).
- **Vet:** Gather asset info and profiles from LSN Company Database & company's website and conduct one-on-one interviews.
- **Rank:** LSN has developed a comprehensive expert system, which facilitates ranking of assets.

THE SERVICES | Focus on Cures Accelerator, Education, & Publications



Focus on Cures Accelerator

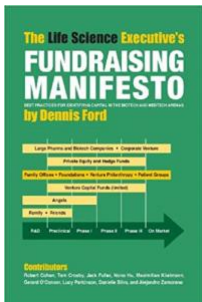
The Focus on Cures (FOC) Accelerator helps high-growth international start-up companies move into the global partnering arena through a one-week Boston-based immersion program integrated into LSN's partnering network and the RESI conference series. The FOC Accelerator recruits top international start-ups, who have been selected by their regional entities (government, university, state, bio cluster) for a fundraising and partnership immersion course. Afterwards, they are then wired into RESI conferences, the Global Family Office Bio-Forum/Angel Network and the LSN Partner Network.

MKT 466: Developing Scientist/Entrepreneurs Marketing and Sales Skills for a Capital Raise

MKT466 is a unique one-week immersion course designed for life science entrepreneurs to experience the best methodologies for reaching out and establishing a dialogue with investors, building relationships and, ultimately, securing capital allocations. The basis of the MKT 466 program is the CEO of LSN, Dennis Ford's book, *The Life Science Executive Fundraising Manifesto*. The essence of the MKT 466 Funding and Partnering Immersion Course, along with interactive workshops, is to prepare a start-up company to create a dialogue with the right players in the global partnering arena, whether capital or channel partners that are a fit for their firm.

Entrepreneurs Academy Fundraising Workshop Series

LSN runs a series of fundraising workshops and panels that explain the nuances of creating and managing an effective outbound fundraising campaign. The content is tailored towards emerging and experienced scientist-entrepreneurs seeking to raise capital. The topics include an overview of today's investor landscape (i.e. the VC void and new investor categories filling that void), branding and messaging, the philosophy of an outbound fundraising campaign, generating a global target list, and managing mailings, follow-up and meetings. LSN staff regularly conduct this workshop series at conferences, in incubators, and in academic settings.



The Life Science Executive's Fundraising Manifesto

Dennis Ford has published a book specifically tailored to the concepts discussed above. This book (released in June 2014) is an in-depth tactical guide for scientist-entrepreneurs seeking to raise capital in the life science arena covering a number of critical fundraising elements, including the legal landscape, the investor landscape, branding and messaging, establishing an online presence, creating an email marketing strategy, leveraging the cloud for an outbound campaign, phone canvassing, running a meeting, closing an allocation, and more.

Next Phase Newsletter

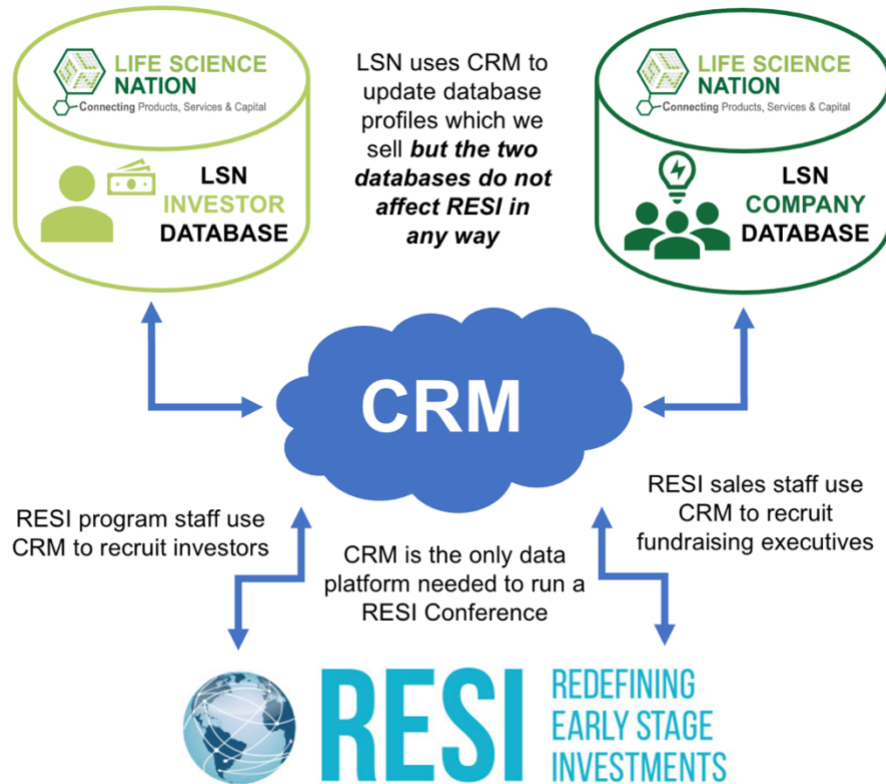
LSN publishes a free weekly newsletter dedicated to the topics and trends that are of current interest to early-stage scientist-entrepreneurs and investors. This newsletter is distributed to a global readership of more than 30,000.

Additional Publications: Featured in Nature Biotechnology

- **Aligning Needs** - The best way for aspiring entrepreneurs to achieve their financing goals is to understand what investors and partners want.
- **The View Beyond Venture Capital** - Fundraising is an integral part of almost every young biotech's business strategy, yet many entrepreneurs do not have a systematic approach for identifying and prioritizing potential investors.

THE PRODUCTS | The Investor Database and Investment Platform

The database platforms began as a starting point for the RESI conference series. Later, the Salesforce CRM platform, fed by the sales, research teams and RESI events, became the central repository for the current buyer and seller data, being curated by ten full-time staff over an eight-year period. The partnering software used for matching investors and fund-seekers is LSN-unique IP.



Investor Database

LSN's Investor Database consists of ten categories with 10,000+ investors representing several thousand firms, including angels, corporate venture capital, endowments and foundations, family offices and private wealth funds, government organizations, hedge funds, institutional alternative investors, large pharma and biotech companies, and private equity firms. Data is captured via 1-1 interviews with investors on their investment mandate by a team of analysts interviewing investors multiple times per year to ensure accurate data including sector, sub-sector, indication, stage of development, investment size, fund size, fund vintage, and contact info. The highly searchable ontology enables entrepreneurs to quickly develop a global target list (GTL) of investors that are a fit for their stage of development and technology. The database is sold by yearly subscription for \$6,995 per company.

Company Database

LSN's Company Database tracks 57,000 global companies in drugs, devices, diagnostics, and digital health (the 4Ds) with a unique aggregation method which captures more early-stage companies than other data-providers in the space. It includes information on details such as pipeline, financing history, management team, and contact info. The platform is sold for \$7,995 with three seats included. A partial list of subscribers includes Pfizer, Bristol-Myers Squibb, WuXi App Tec, AbbVie, Alexion, Charles River Laboratories, Catalent, AstraZeneca, ThermoFisher Scientific, Covance, KBI Biopharma, and many more.