

# Company Showcase Program Overview

May 31, 2023

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# Webinar Housekeeping

- **Note: This webinar is being recorded.** The recording and materials will be made available to participants shortly after the session.
- Please submit all questions in the Q&A box located in your control panel.

# IMPORTANT NOTE:

- Different processes and timelines apply to projects funded by NCI, NHLBI, and NIA. Find out more by contacting:
  - National Cancer Institute
    - [brittany.connors@nih.gov](mailto:brittany.connors@nih.gov)
  - National Heart, Lung, and Blood Institute
    - [julia.berzhanskaya@nih.gov](mailto:julia.berzhanskaya@nih.gov)
  - National Institute on Aging
    - [niasmallbusiness@mail.nih.gov](mailto:niasmallbusiness@mail.nih.gov)

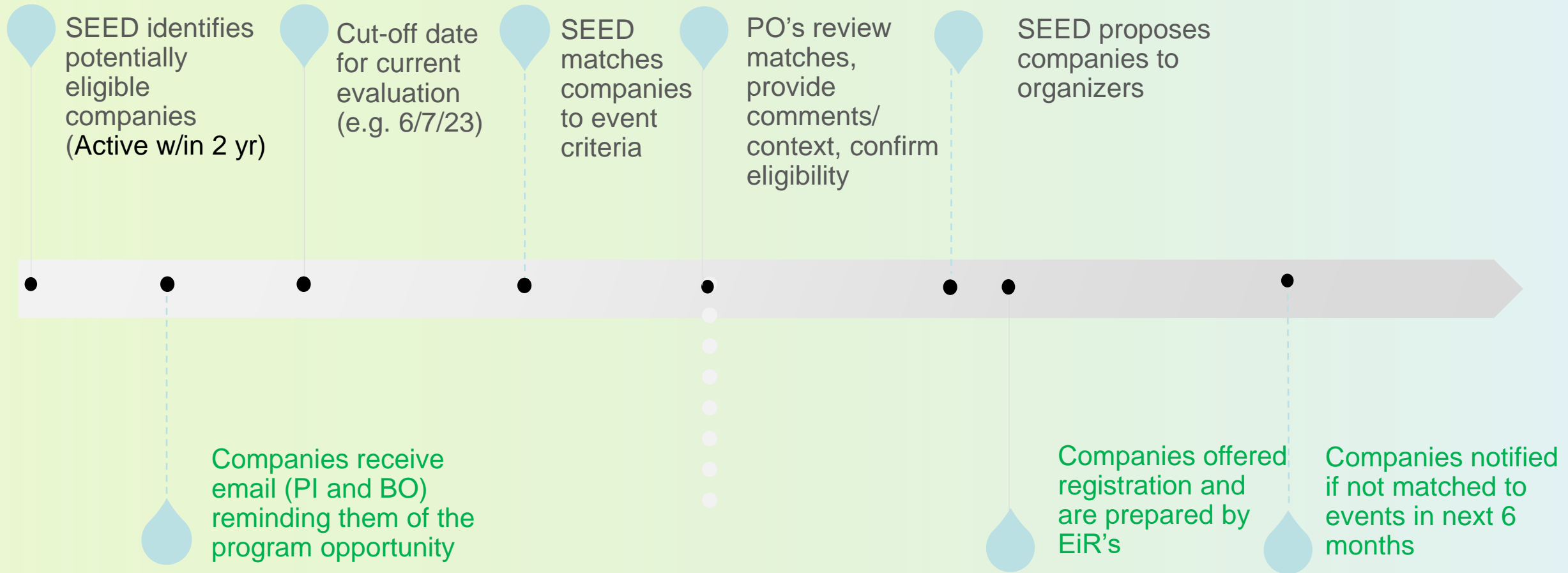
# Webinar Agenda

- Company Showcase Timeline
- Included Events
  - Event description
  - Organizer criteria
- Metrics
  - Participation rates CY2020 – June 2023
  - Known outcomes

[NOT-OD-23-126](#) published 05/05/23

**cutoff date for June evaluation – 06/07/23**

# Program Components (per cycle)



2 Cycles Annually: January and June

# Preparing Companies for Success

- [Resources on the SEED website](#)
- The Innovator Support Team uses multiple resources to help companies understand and communicate their value proposition
  - Subject matter expertise, business intelligence databases, internet searches, etc.
- Entrepreneurs in Residence provide event coaching
  - Coaching typically starts **7-5 weeks before an event**
  - Orient awardees to events
  - Provide feedback on pitch decks, presentation, collateral
  - Median number of calls 2

# Current Event Options

<b>Seed Stage</b>	<b>Series A+</b>	<b>Partnering</b>
Angel Capital Association	RESI	BIO International
Landmark Angel Forum	Life Science Summit	MedTech Conference
		ViVE and HLTH

# Seed Stage Events

- **Angel Capital Association**

- MedTech, Digital Health, Consumer Product or Diagnostics preference
- Must have fulltime CEO
- Seed – Series A



ANGEL CAPITAL ASSOCIATION

- **Landmark Angels**

- Family Office and High Net Worth Individuals
- Primary areas of interest:
  - Cancer, Cardiovascular, Neurology, Ophthalmology
- Final approval by event organizer



Landmark Angels



# Series A Events

- **Life Sciences Summit**

- Biopharma, medical devices, diagnostics, research tools with preference for therapeutics
- Early stage with preference for Series A
- Proof of concept completed, as close as possible or post-IND filing
- CEO/leadership team in place
- Currently or planning on raising private capital and exit by acquisition
- Final approval from conference organizer



- **RESI**

- All technology platforms and therapy areas
- Seed or Series A currently or imminently raising capital
- Preference for professional management team (preferably with experience)
- May review proposed companies



# Series A+ and Partnering Events

- **BIO International**

- Therapeutics (and research tools and diagnostic assays as long as commercial phase)
- Product in Clinical Phase (at least in IND enabling preclinical phase)
- Series A or more funding raised-to-date
- Interest in partnering



- **The MedTech Conference**

- Medical devices (interventional, imaging, diagnostic) or digital health/connected devices
- Series A and beyond
- Commercial stage products (or near commercial)
- Pivotal trial completed or near completion,
- Revenue generating companies
- Interest in partnering



# Digital and Connected Health Events

ViVE and HLTH are ecosystem events bringing together payers, providers, employers, investors, startups, life sciences, policymakers, and the patient community to help solve some of the most promising opportunities to improve health

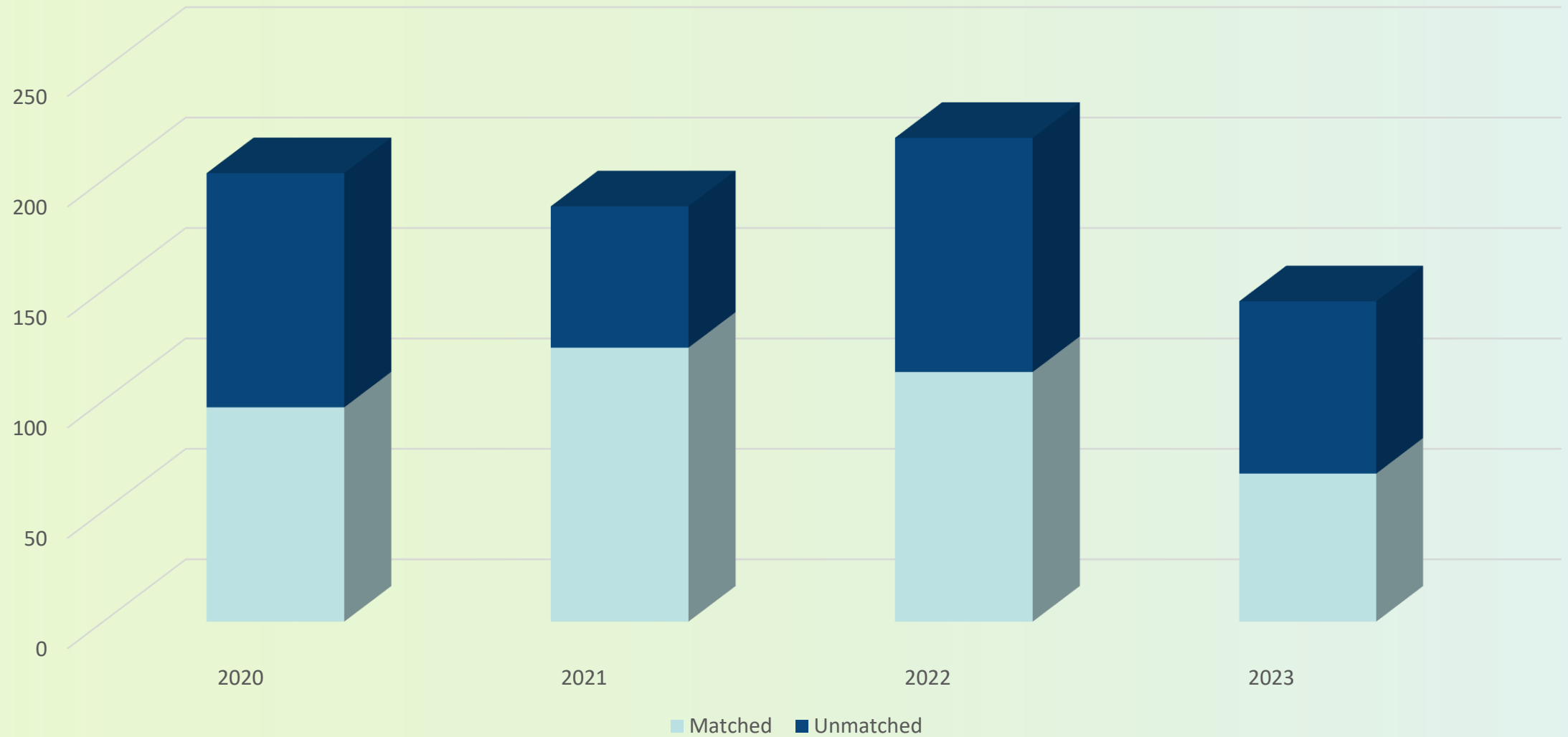
Attending companies should be developing

- Digital health solutions
- Hospital and healthcare provider system integration
- Direct to consumer products (software based)



LAS VEGAS  
OCT 8 - 11, 2023

# “Success Rate” for requests



# Company Outcome Data (2020)

Event	Event Type	Companies Sent	Years of Collaboration	Post-event Raises		
Landmark	Early/Mid Stage	6-12	4	\$4.34 M	3	\$20.66 M
ACA	Early Stage	8	4	\$0.76 M	7	\$9.51 M
LSS	Early/Mid Stage	25	4	\$1.2 M	31	\$185.00 M
RESI	Mid Stage/On Market	20-30	4	\$0.45 M	7	\$16.15 M
MedTech	Late Stage/On Market	8-10	4	\$0.5 M	11	\$45.23 M
BIO	Late Stage/On Market	30 - 45	4	\$0.25 M	38	\$171.38 M

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