

Biotech Showcase
NIH Supported Companies Webinar
11/1/2023

Chris Sasiela – Director, Innovator Support Services

Todd Rubinstein – Project Manager, Innovator Support Team

Ethel Rubin – Entrepreneur in Residence

Luis Gutierrez – Entrepreneur in Residence

SEED (Small business Education & Entrepreneurial Development)

Webinar Housekeeping

Note: This webinar is being recorded. The recording and materials will be made available to participants 7-10 business days after the session.

Please submit all questions in the Q&A box located in your control panel.

Congratulations!!!

You are going to
Biotech Showcase as
one of 10 NIH-
registered companies

**BIOTECH
SHOWCASE™**

CO-PRODUCED BY

 **DEMY**
COLTON

EBD
GROUP

NIH
Sponsored
Companies

All Access Registration

Onsite one-to-one meetings and
PartneringONE access

Attend in-person company
presentations, sessions, and networking

Access to tabletop exhibition

Timeline



If not registered, reach out to Todd.Rubinstein@nih.gov immediately



Provide SEED with company logo, company description, social media tags, and website (**ASAP**)



Preparation meetings start 11/2/23 for SEED supported companies (NIA and NHLBI timelines vary)

Resources



Entrepreneurial Development

The SEED Innovator Support Team helps NIH awardees build a business and explore their life science innovation's potential. Learn about the aspects of product development beyond the science of the awards.

Regulatory & Business Development Consultations

Our business development, intellectual property, regulatory, and reimbursement experts meet with innovators focused on topics including:

- Optimizing formulation or manufacturing operations
- Establishing an advisory board
- Layering intellectual property protection
- Preparing for regulatory interactions
- Gathering evidence to support reimbursement value
- Engaging with investors or strategic partners

Learn more in this [video about innovator consultations](#).

See our [Entrepreneurs in Residence FAQs](#) for more information about these experts.

Helpful Links

- Read this article to [Master the Investor Pitch](#).
- Use this [Pitch Deck Template](#) to create an investor presentation.
- Fill in the blanks in this Mad Libs-style document to craft a [2 Minute Elevator Pitch](#).
- Watch this video to learn about [Pitching and Promoting the Company](#).

[SEED entrepreneurial development](#)

Biotech Showcase Resources

- [Social Media Tool Kit](#)



I AM EXCITED TO ATTEND

BIOTECH SHOWCASE™ | **JANUARY 9-11, 2023**

**The people, the platform,
the opportunities.**

JOIN ME



Christopher Chang

JPM Week

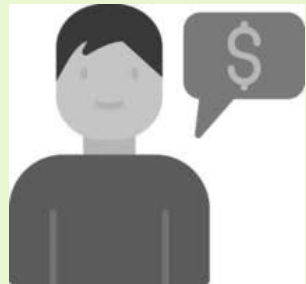
- Biotech Showcase is *only one* of many concurrent meetings (the actual JP Mogan Healthcare Investment Conference, RESI, BIO Partnering, Bullpen, etc.) going on within just a few block radius
- Events, receptions, special interest meetings (Women In Bio, SVB annual review)
- Every big VC, pharma and medical device company will have meetings rooms; generally around Union Square
 - Proactively reach out to get invited to receptions, networking events
 - Some pharma receptions are selective and invite-only
- Be conscious of personal safety
- Pace yourself, space your meetings, and wear comfortable shoes!

JPM Week Events & Resources

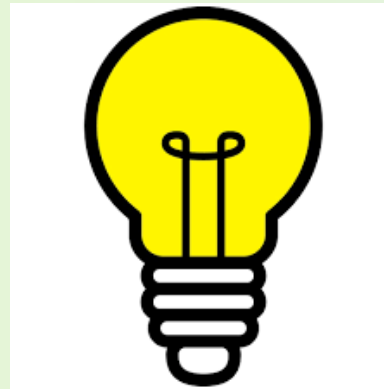
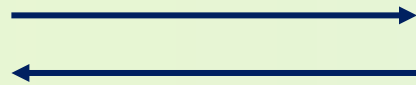
- **Bio One-on-One Partnering App**
 - The premier partnering app, at JPM and many other events
 - In-person event requires registration, Free Apple App
- **Novateur Ventures/Bio: Guide to JPM'24 App**
 - Comprehensive guide to pitch events and receptions during JPM Week
 - Many include URLs for registering/seeking invitations, Free Apple App
- **CSSi LifeSciences Partnering Forum**
 - Held at Hilton; great alternative to lobbies & coffee shops
 - Free Registration, with Partnering App
 - Limited block of hotel rooms at Marriott-Larkspur
 - <https://cssilifesciences.com/jpm-partnering-forum/>
- **State-sponsored receptions and partnering events**



Who attends Biotech Showcase? Everyone



**INVESTOR
VC & CVC**



YOUR COMPANY



VENDORS



INVESTMENT BANKS

Intelligence Gathering – become smarter about investment

- Panel discussions
 - raising capital
 - current trends
 - special interest (i.e.: financing women's health)
- Investors
- Pharma
- Competitors
- Potential partners / customers / suppliers



Biotech Showcase - format

Lots of content – presentations, panel discussions
<https://informaconnect.com/biotech-showcase/agenda/2/>

Food, food and more food

A dozen breakout rooms
with company pitches

A huge hall partitioned into
about 100 curtained
cubicles for 30 min
partnering 1:1 meetings

Open tables to sit at in between; some
vendor booths (usually CROs and
professional services to biotech industry)

Networking Reception

Digital
medicine
Medtech
Seed stage

Your
competition?

Your Goal: as many 1:1s with **appropriate** investors...

Partnering Portal Opens

**MARK THE DATE ON YOUR
CALENDAR TODAY**

LOG INTO THE PARTNERING SYSTEM



**UPLOAD PITCH DECK, PUBLICATIONS, AND ANY
RELEVANT PROMOTIONAL MATERIAL**

- **SEARCH** for key companies/funds/people you'd like to connect with
- **RESEARCH** leading targets – understand their key interest areas, business models, executive team, corporate mission, previous partnerships/deals, etc. “Early Stage” doesn't describe financing interest (series A? B?)
- **DOWNLOAD** the app on your phone – last minute changes/acceptances/communications; app is used to assign cubicle space
- **REACH OUT** early in a concise manner

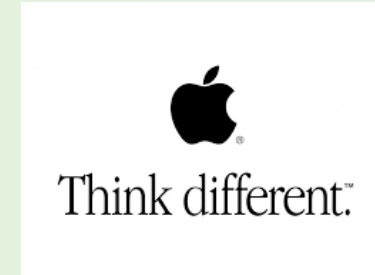
- **CUSTOMIZE** messages connecting your value directly to their interests
- **CONCISE** and to the point
- Reach out **EARLY** on the portal and follow up (politely). *Rule of 3.*
- Set up your **PROFILE** page
- **EXPECT** to use the portal **PLUS** other ways to connect (LinkedIn, email, X...)
- **UPDATE** Social media and website for alignment



Create a short, compelling narrative



- NIH EIRs will review your narrative
- Aim for 10-12 slides and 10 min or less of speaking in a 30 min meeting
- Action-oriented **BRANDING** (tag line)



- **INVESTOR** focus
- More visuals, fewer words
- We may schedule 1:1 reviews if your material needs polishing
- **Why invest in your company?**

HOMEWORK

IN ADDITION to requesting meetings in the Biotech Showcase app

- **CURATE** the list of investors you want to meet
- **REACH OUT** to pharma/medtech business development contacts with your non-confidential deck
- **SCHEDULE EARLY** login November 21st to start uploading your profile and scheduling meetings

Useful SEED Articles



[Finding Investors for Your Life Science Company's First Professional Raise](#)



[Building Your Investor Pipeline at Life Science Investment Conferences](#)



[How to Secure and Prepare for Follow-Up Meetings with Interested Investors](#)



Questions