

Redefining Early Stage Investment (RESI) NIH Supported Companies Webinar 10/31/2023

SEED (Small business Education & Entrepreneurial Development)

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Webinar Housekeeping

Note: This webinar is being recorded. The recording and materials will be made available to participants 1-2 business days after the session.

Please submit all questions in the chat box located in your control panel.

Congratulations!!!

You are going to RESI as one of 10 presenting companies sponsored by NIH



RESI REDEFINING
EARLY STAGE
INVESTMENTS

NIH Sponsored Companies

All Access Registration (pitch sessions, workshops, and panels)

Onsite one-to-one meetings and partnering (in person and virtual)

4 Minute pitch followed by 9-10 minutes Q&A in Innovator Pitch Competition

Exhibition space to host a poster and collect RESI cash (top 3 companies announced during networking reception)

Dedicated webpage to host pitch deck, executive summary, logo, website, recorded pitch

Timeline

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

Pitch reviews start 11/1/23 for SEED supported companies (NIA and NHLBI timelines vary)

Partnering portal opens on December 4th

RESI Webinar

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](#).

JPM week – Get oriented, invited, plan for success

- It's a busy week in downtown San Francisco
- VC, pharma, medical device companies have meeting space in hotels around **Union Sq.**
- Proactively reach out – don't wait for invitations – to your local BIO affiliate or state BIO group to get invited to receptions, networking events; goal is to make new connections
- Take advantage of other meeting/partnering spaces
- Know your way around the cafes/restaurants at Union Sq/downtown
- Pace yourself and space your meetings, a 2-block walk can take 20 min.



JPM Week – Packing list for a successful conference



Business (but comfortable) outfit, good shoes – lot of walking, streets going up and down, raincoat & umbrella – often a very rainy week



Elevator pitch – Concise and memorable for impromptu and networking interactions



Business pitch for meetings – **Non confidential, short**, with a few detailed slides as back-ups, which can be flashed as teasers to entice follow-up discussions.



Business cards – actual or digital (LinkedIn, QR). It's good practice to **send a note to new contacts at the end of each day** to anchor your new connections.



Personalized schedule with time between meetings to commute, eat, sleep etc.

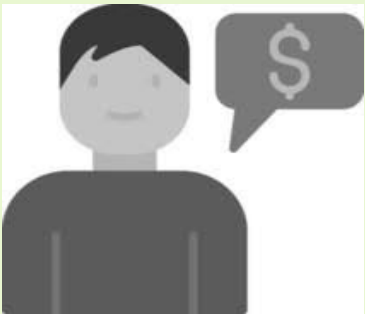


RESI enables connections with investors, partners, and customers

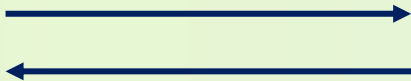
- IN-PERSON on Tuesday January, 9th at Marines' Memorial Club & Hotel 609 Sutter St
- VIRTUAL on January, 10-11th
- RESI is connecting start-ups with global investors across **drugs, devices, diagnostics and digital health (4 Ds)**.
- RESI caters to **earliest stage start-ups - seeking grants, seed and angel capital; and firms seeking series A and B funding**.
- RESI is also a tool for sourcing assets and advancing innovation across early-stage life science and healthcare, hence the participations of Pharma/Medtech scouting teams.



Given the large and diverse audience at RESI, it's important to be discerning about your interests and priorities



INVESTORS
VC = Venture Capital
Corporate Venture Capital



YOUR COMPANY



VENDORS



**INVESTMENT/DEBT
BANKS**

External innovation groups from Pharma/Med device (sourcing new deals, landscaping)
Innovation companies (potential competitors, partners, customers, suppliers)
Incubators (space, labs, service, ownership not always very clear)

Intelligence Gathering – become smarter about investments

- Panel discussions
 - raising capital
 - current trends
 - Special interest (i.e.: financing women's health)
- Investors
- Pharma / Medical device companies
- Competitors
- Partners / customers / suppliers



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

Partnering Portal Opens

**MARK THE DATE ON YOUR
CALENDAR TODAY**

LOG INTO THE PARTNERING SYSTEM

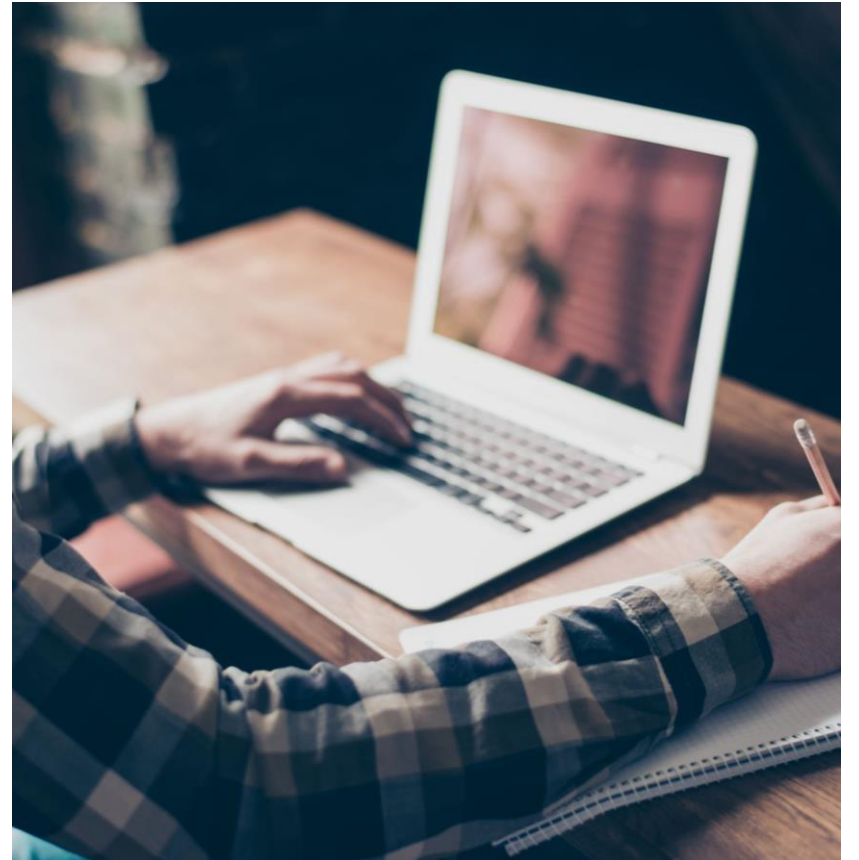


**UPLOAD PITCH DECK, PUBLICATIONS, AND ANY
RELEVANT PROMOTIONAL MATERIAL**

- **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?)
- **BOOKMARK** the portal on your phone – last minute changes/acceptances/communications
- **REACH OUT** early in a concise manner

Scheduling – Optimize your reach out for success

- **CUSTOMIZE** messages by 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
- **USE** other ways to connect if low response via portal
- **UPDATE** Social media and website for alignment



Pitch – Create a short, compelling narrative



- INVESTOR focus
- More visuals, fewer words
- Why invest in your company?

- NIH EIRs will give feedback
- 4 min pitch followed by 6 min Q&A

- Action-oriented **BRANDING** (tag line)



HOMEWORK

IN ADDITION to
scheduling
1:1 meetings on RESI
partnering SYSTEM

- **CURATE** the list of investors you want to meet
- **REACH OUT** to pharma/medtech business development contacts with your non-confidential deck
- **SCHEDULE EARLY** log in on December 4th and start 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](#)

Other Events & Resources during JPM Week

- **Bio One-on-One Partnering App**
 - The premier partnering app, not only at JPM, but many other events, too
 - In-Person event requires registration but App Free at the Apple App Store
- **Novateur Ventures/Bio: Guide to JPM'24 App**
 - Comprehensive guide to both pitch events and receptions during JPM Week
 - Many include URLs for registering/seeking invitations
 - Free at the Apple App Store
- **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**





Questions