



June 4–5, 2023

#BIO2023  
#StandUpForScience

# Biotechnology Entrepreneurship Boot Camp

Presented by:

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*BIO Recognizes Course Sponsor:*



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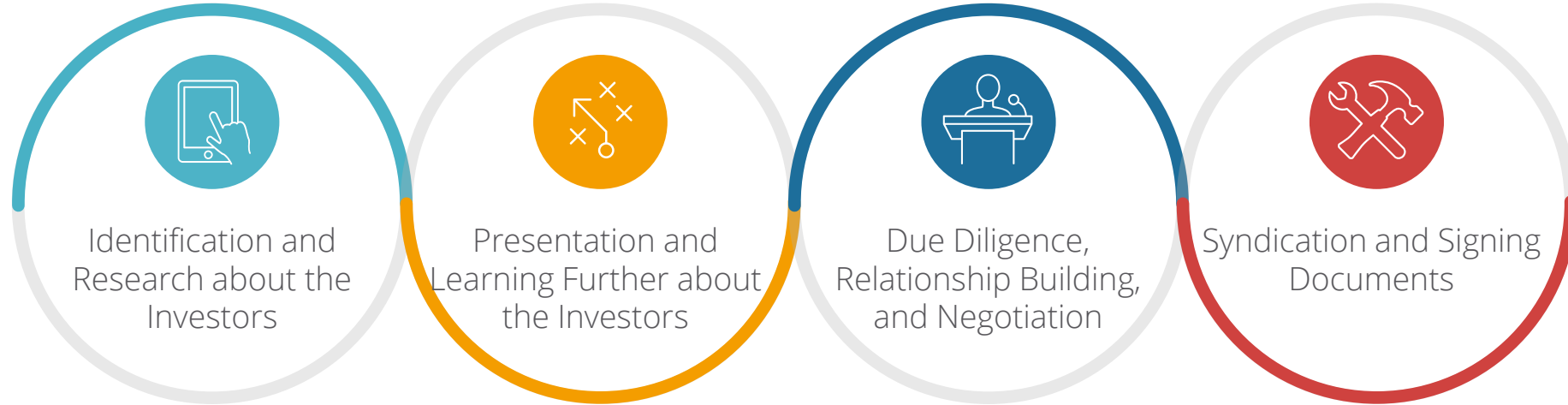
**“You never get a second chance to make a first  
impression”**

**Regis McKenna**

Famous for marketing and promoting Apple, Intel and Genentech

# Navigating the Fund-Raising Process

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01 INVESTOR SOURCING

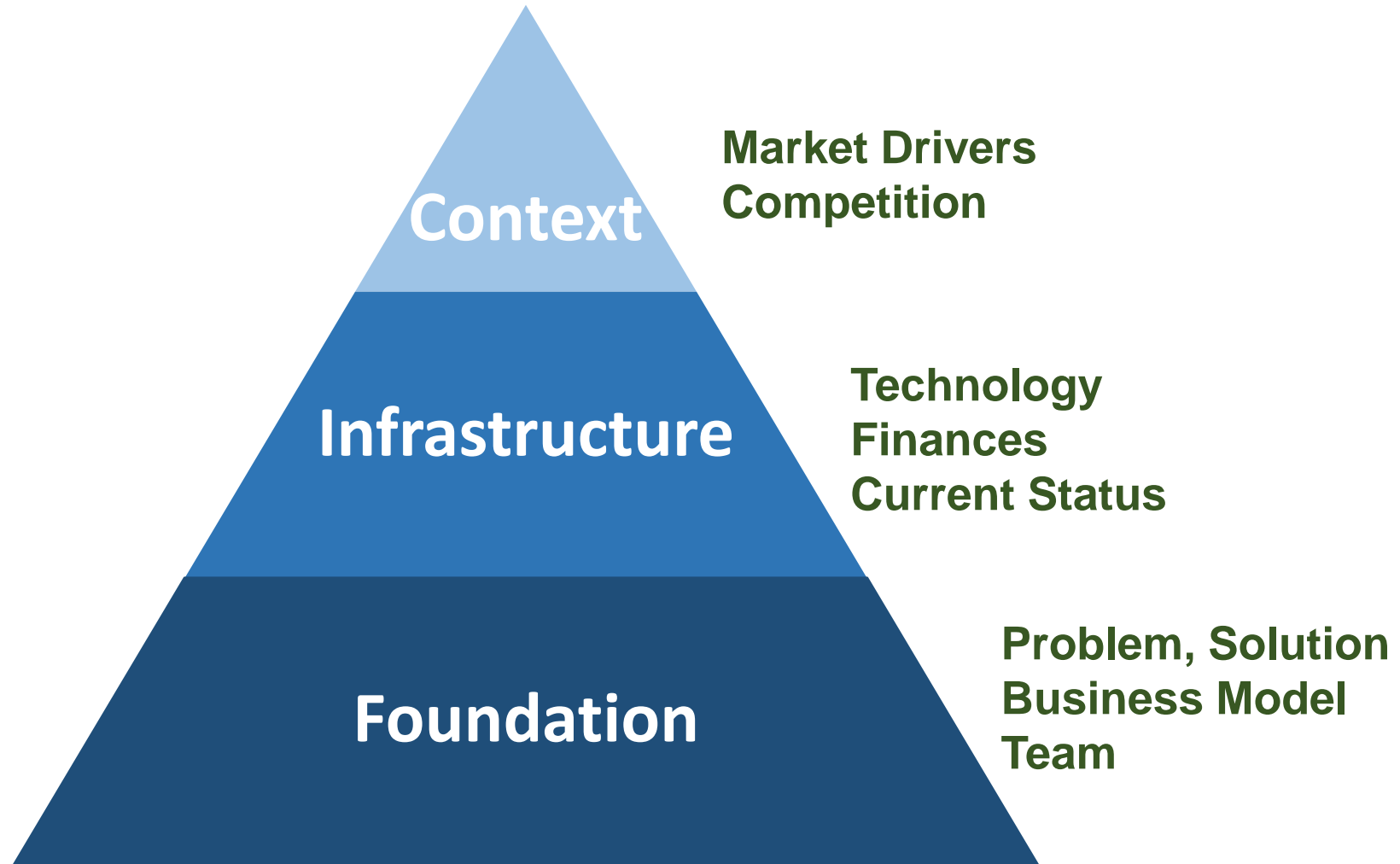
02 PITCH MEETING

03 POST-PITCH MEETING

04 CLOSING THE DEAL

# Building Blocks for a Winning Business

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# Pitch Then Plan

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- Business plans don't sell opportunities, people do (via a Pitch)
  - But plans show that you understand how your business works
- Work up your Pitch
  - Then rework it with practice to multiple audiences
  - Then write your executive summary
  - Then write your business plan

# Start With The Elevator Pitch

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- Get attention in first “10 to 20 seconds”
  - Highlight what you do, why it’s important
  - Why current solutions are not satisfying the identified need
- In the next “minute” give a top-level summary
  - Your Solution - its uniqueness and your competitive advantage
  - The Customer - who and why do they care – what value do you create?
  - Returns - how you are going to make money?
  - People - why this team/company, and Why now?

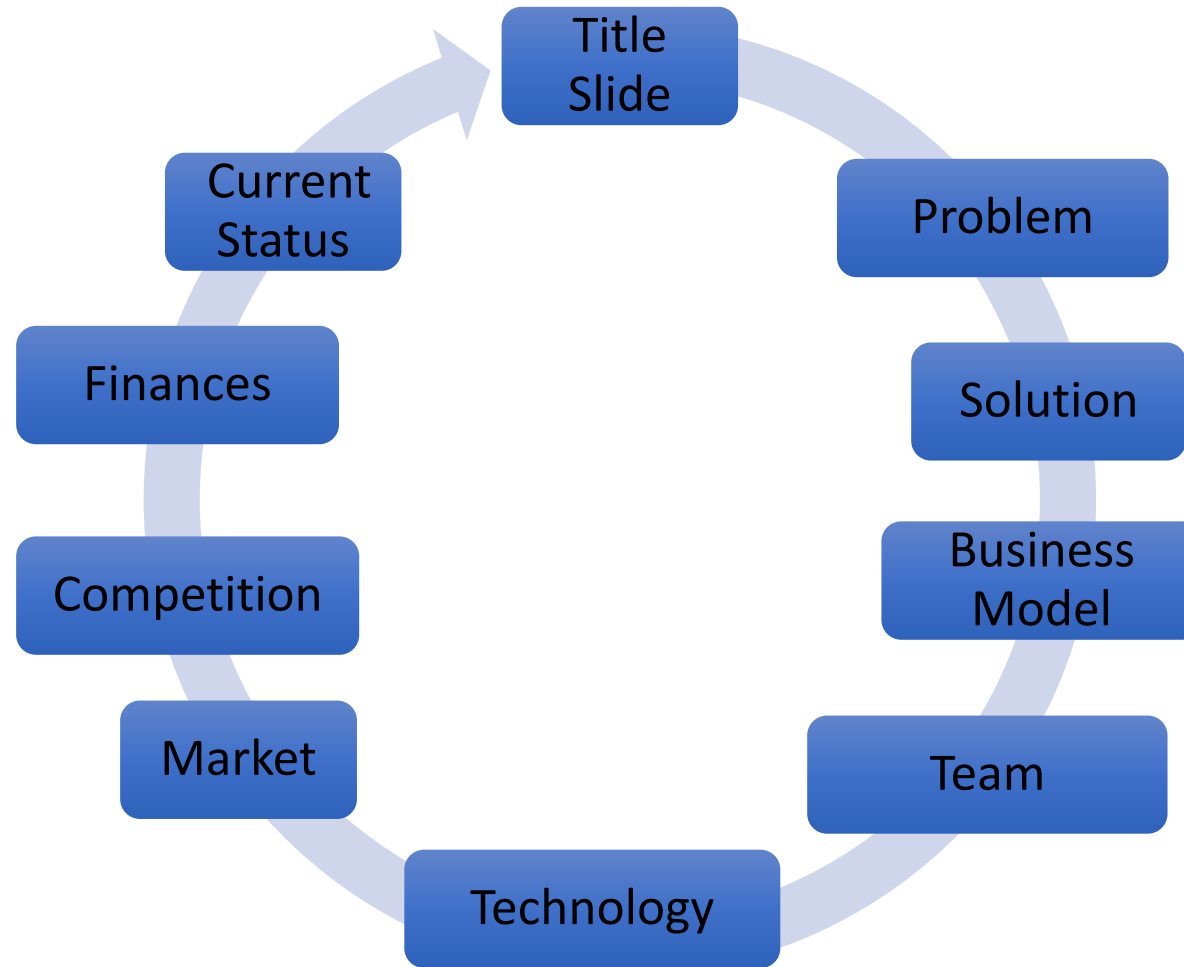
# Anatomy of a Pitch

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# The Ten Necessary Topics

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# Title Slide: Positioning Statement

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Market Definition  
Job, executor, context



Solution



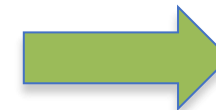
Value/Compelling  
reason to buy



Competitive position



Differentiation



- *For (target customer)*
- *Who (statement of need or opportunity)*
- *The (product name) is a (product category)*

- *That (statement of key benefit – compelling reason to buy)*
- *Unlike (state our primary competitive advantage)*
- *Our product (statement of primary differentiation)*

# Problem – *Clear and Compelling*

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- What market need is being addressed, customer “pain” you are taking away?
  - How is it addressed today?
  - What gaps exist?
  - Identify the customers with this need?
- The problem is big, growing, real and not being well served

# Solution

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- Explain your product or service offering
  - How does it work?
  - Evidence that it does work (outcomes)
- Discuss the uniqueness and the value being created (be specific)
  - “3 to 10x” value or “3 to 10x” lower price”
- What is the long-term opportunity?
- What are the synergies?

# Business Model (*evolving*)

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- Who are your customers? How many?
  - Unique Value proposition
- How do you provide the channels or communications to customers?  
*Partner?*
- Organizational design
  - Where do you sit in the value chain?
- How do you make money (revenue model and margins)?

# Management Team

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- List your team, their relevant experience and expertise
  - board
  - advisors
  - current investors if any
- Recognize the gaps in your team and talk about how they will be filled!

**"Coming together is a beginning. Keeping together is progress.  
Working together is success."**

**"If everyone is moving forward together, then success takes care of  
itself." --*Henry Ford***

**Do not forget to bring your investors along!**

# Technology

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- Explain the secret sauce or underlying magic in simple terms!
  - Strategic partners want deeper dive than VCs in pitch
  - Due Diligence will include in-depth technology/IP discussions
- Why is it unique, differentiable, sustainable?
  - How is it protected?
  - Current status of IP
- Current status of the technology development and demo results

# Marketing and Sales

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- Market size, growth potential
  - Patient profile, incidence, treatment methods
- What are your market segments?
  - Market entry target segment and why
  - What are your market share goals?
  - What will drive adoption? Barriers?
- How do you acquire your customers, convince them to buy, and retain them?
  - How much does it cost? How long?
  - For biotech, what are the reimbursement and regulatory issues?



# Competition

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- Overview of competitive landscape
- Current players, potential new entrants with competing technologies, alternatives.
  - How to position vs. competition?
  - Highlight barriers to entry
  - How will the competition respond to your entry and growth?

# Financial Projections

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- Pro Forma projections to demonstrate how the business works and sensitivities
- P&L (revenues, costs, margins)
- Cash Flow (burn rate, breakeven, profit)
- Backup slides
  - Balance Sheet
    - Dollars, key metrics (customers, products sold, \$ of revenue for key cost elements)
    - Bottoms up forecasts
    - Key assumptions, e.g. sales cycles, seasonality, etc.

# Current Status

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- Key milestones met to date
- Future tasks and milestones – development, IP, clinical, team, etc.
- Financing needed and uses
  - Highlight value creation and risk reduction
- Exit strategy

# Summary

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- State your current funding/need (follow on or not) and what you will accomplish with this tranche – what next value inflection point will you reach?
- End with a set of next steps
  - Due diligence/data room access
  - References
  - Site visit/demo
  - Process to MOU/Term Sheet

# Key Lessons Learned

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1

Do your homework, take a targeted approach

2

Know the investors or strategic partners you are courting and cultivate relationship early

3

Be the evangelist of your business, pitch with passion but do not oversell

4

Be prepared, start up pitch can happen anywhere – formally or informally

5

Do not underestimate time and resource need, the process is full of false positives

6

Do not hesitate to get experienced help early