



Biotechnology
Innovation Organization

Biotechnology Entrepreneurship Boot Camp

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[#BIO2024](#) [#StandUpForScience](#)



**Biotechnology
Entrepreneurship
Boot Camp**

“The Pitch” Workshop: Development Plan

Aligning Strategy with
Investor Expectations



Table of Contents

- The Preview

- The Venture Concept

- The Market Need

- The Product Offering

- The Market Opportunity

- The Competition

- The Business Model

- The Commercialization Plan

- Future Milestones

- The Management Team

- Funding Needs

- Opportunity Summary



The Preview



A concise summary message of the opportunity



Highlight key aspects of the Venture Concept for a quick pitch



If you have only 3 minutes, this slide & the Venture Concept slide would be your entire presentation



The Venture Concept



Crafting a compelling 30-second pitch



Summary of past and future funding requirements



Highlighting the strength and expertise of the management team



The Market Need



Identifying clear market needs and problems



Articulating the solution and addressing customer pain points



Current methods addressing the problem



Existing market gaps



Primary and secondary customer profiles



The Product Offering



Detailed description of the near-term product/service offering



Functionality and technology overview



Intellectual property and protection strategies



Current development status



Demonstrated proof-of-concept outcomes



Long-term market potential and scalability



The Market Opportunity



Detailed market opportunity analysis



Patient demographics, prevalence, and treatment methods



Market size, growth rates, and trends



Identification of new and untapped market demands



External factors influencing market growth



Sustainability of competitive advantages



The Competition



Overview of the competitive landscape



Major companies and their product lines



Analysis of competing technologies in development



Evaluation of the company's competitive positioning

The Business Model



Comprehensive market strategy



Manufacturing, marketing, sales, and distribution plans



Projected market share and revenue forecasts (1 year/5 years)











Early-stage scaling and pricing strategy



Cost of goods sold (COGS) analysis



The Commercialization Plan

-  Detailed commercialization plan
-  Intellectual property strategy
-  Rationale for market selection
-  Key drivers for product adoption
-  Performance metrics and data
-  Reimbursement strategies
-  Regulatory pathway and compliance
-  Sales channel and pricing strategy

Future Milestones



Key product development milestones



Critical regulatory milestones



Planned product launch timelines



Hiring plan for new positions



Additional significant milestones



The Management Team



Management team



Scientific advisory board



Board of Directors



Express the domain experience



Identify special skills that will help you win



Communicate special relationships



Funding Needs



Summary of funds raised to date



Current funding requirements and use of funds



Future funding needs and timelines



Investor profit realization and exit strategy



Opportunity Summary



Fundability assessment in the venture capital community



Potential sources of follow-up funding



Company's strategy for securing additional funding



Key fundable milestones and progress tracking