

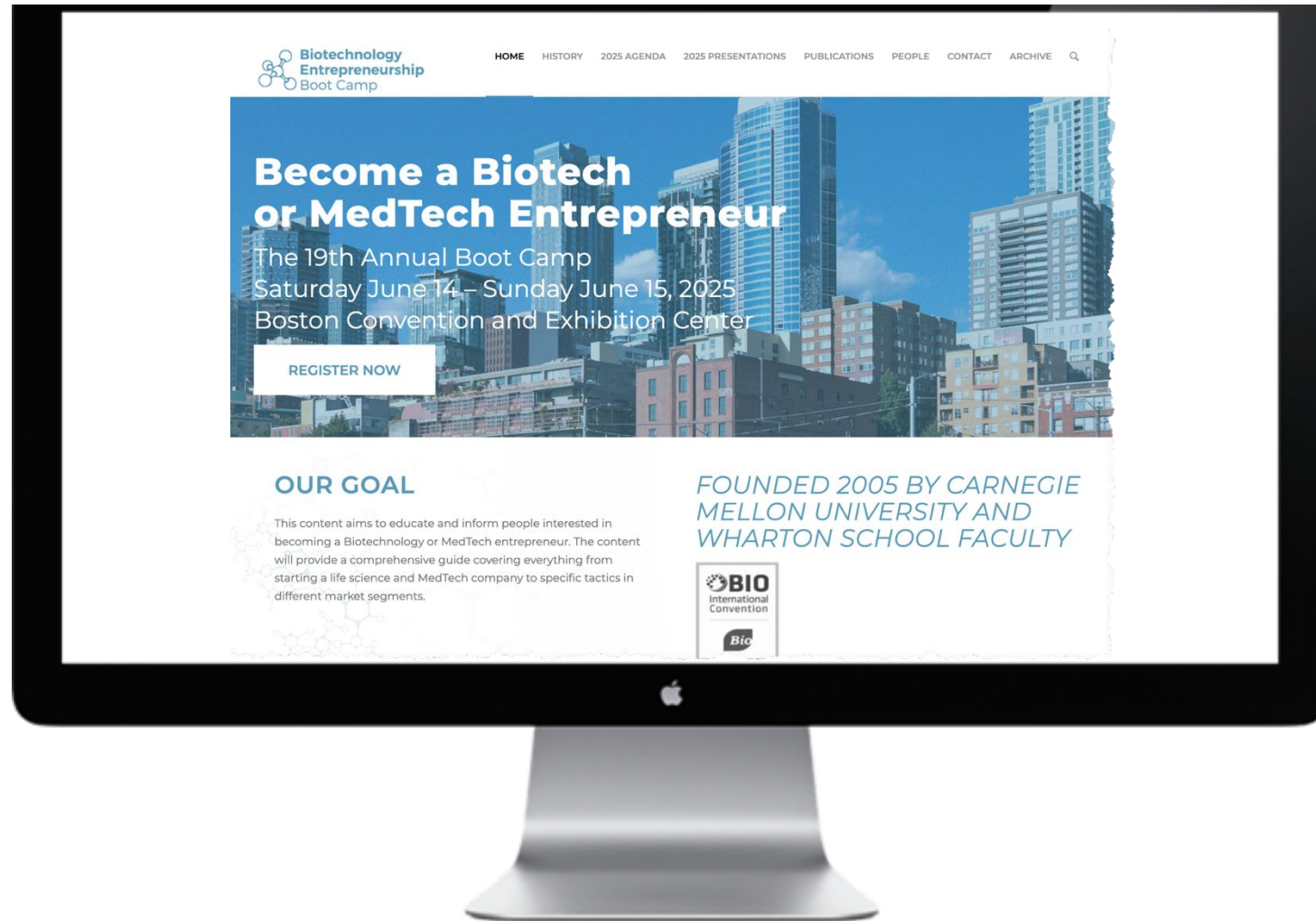


# **Open Remarking & Program Overview**

**Presented by:  
James F. Jordan  
June 14–15, 2025**

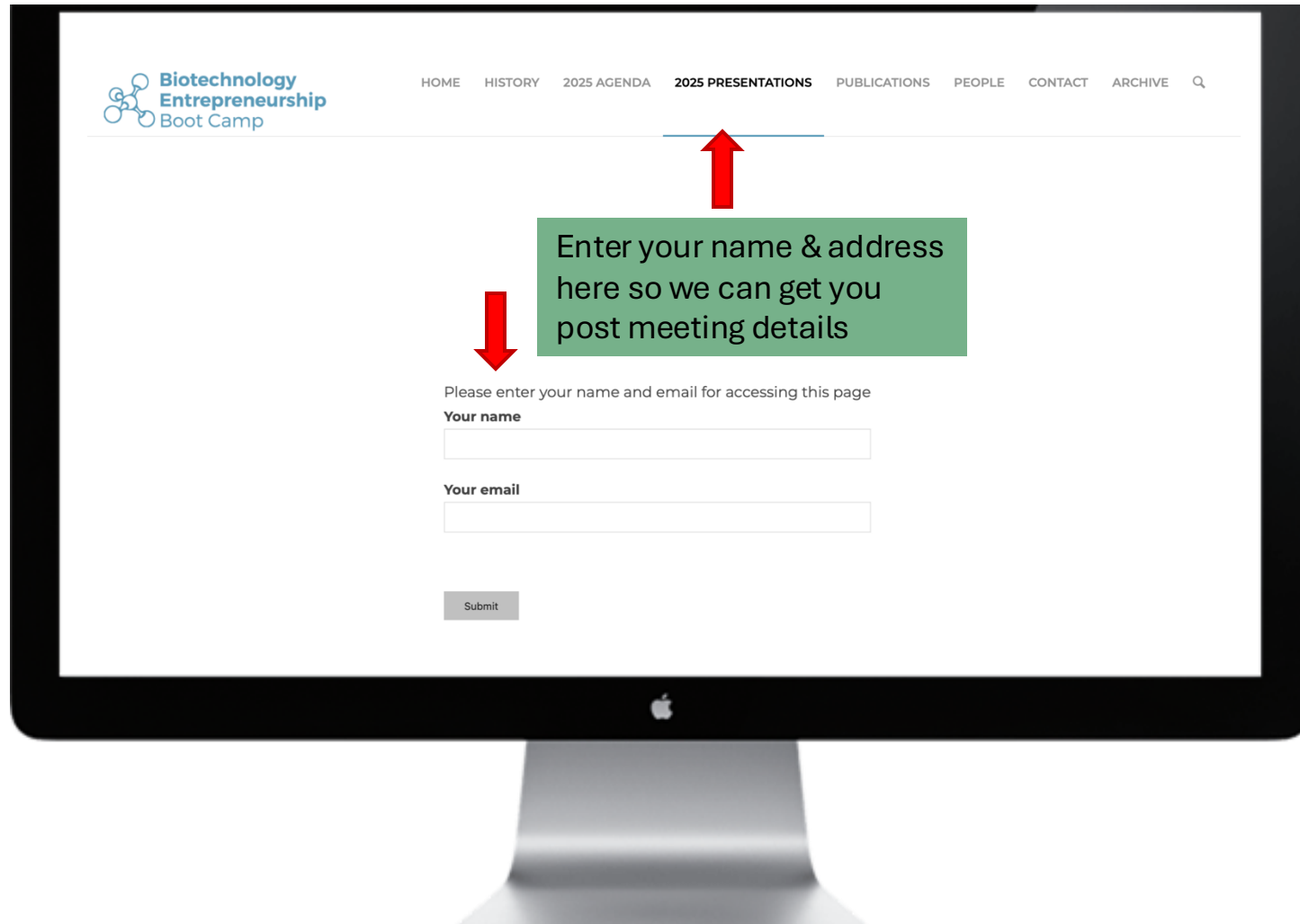
# Accessing the materials

## <https://www.bootcamp.bio>



# Accessing the materials

## Go To the 2025 Presentation Tab



The screenshot shows a web browser displaying the Biotechnology Entrepreneurship Boot Camp website. The navigation bar at the top includes links for HOME, HISTORY, 2025 AGENDA, 2025 PRESENTATIONS (which is highlighted with a red arrow), PUBLICATIONS, PEOPLE, CONTACT, ARCHIVE, and a search icon. Below the navigation bar, a green text box with a red arrow pointing down to the form contains the instruction: "Enter your name & address here so we can get you post meeting details". The form itself asks the user to "Please enter your name and email for accessing this page" and includes input fields for "Your name" and "Your email", followed by a "Submit" button.

Biotechnology Entrepreneurship Boot Camp

HOME HISTORY 2025 AGENDA **2025 PRESENTATIONS** PUBLICATIONS PEOPLE CONTACT ARCHIVE Q

Enter your name & address here so we can get you post meeting details

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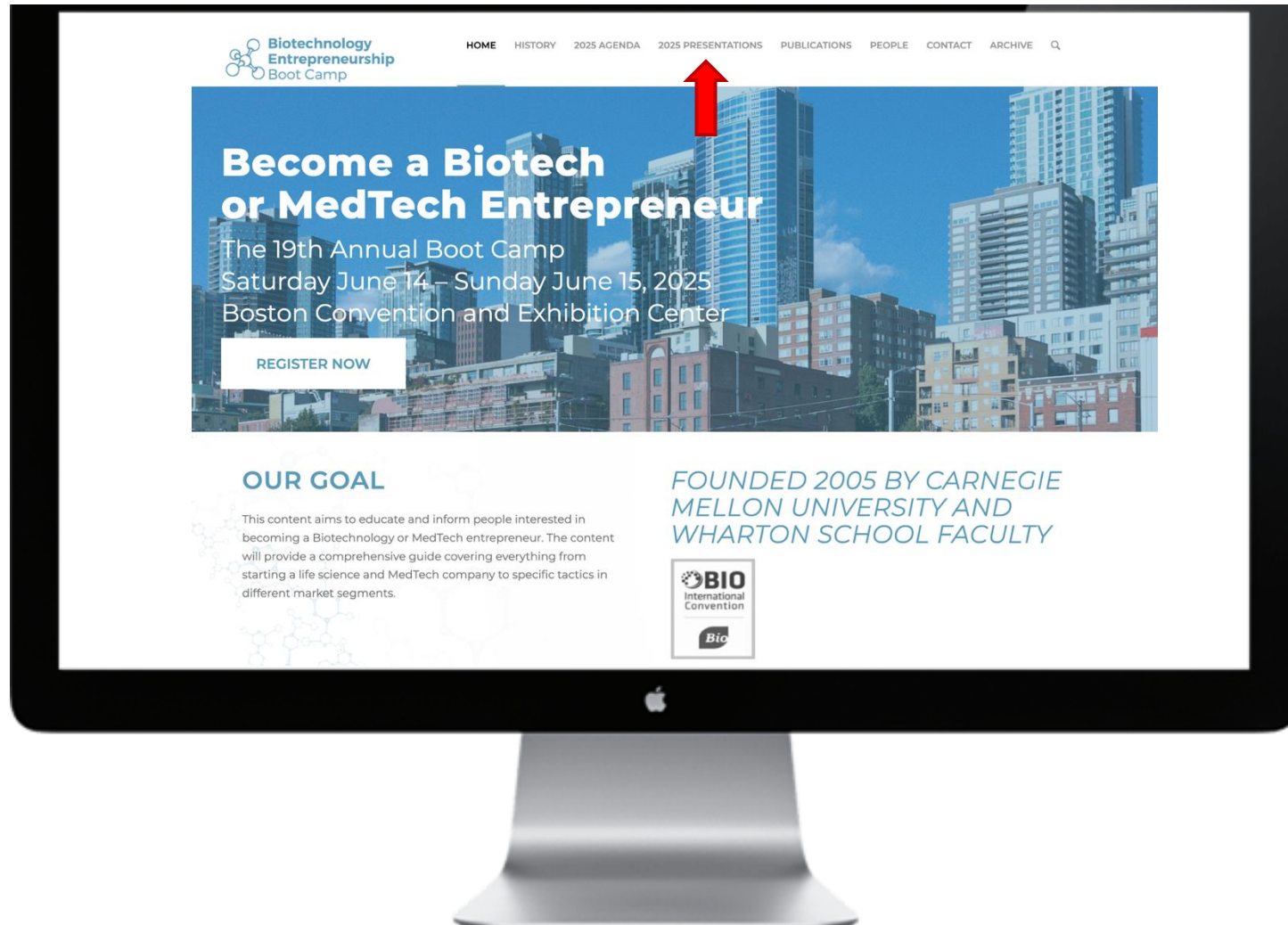
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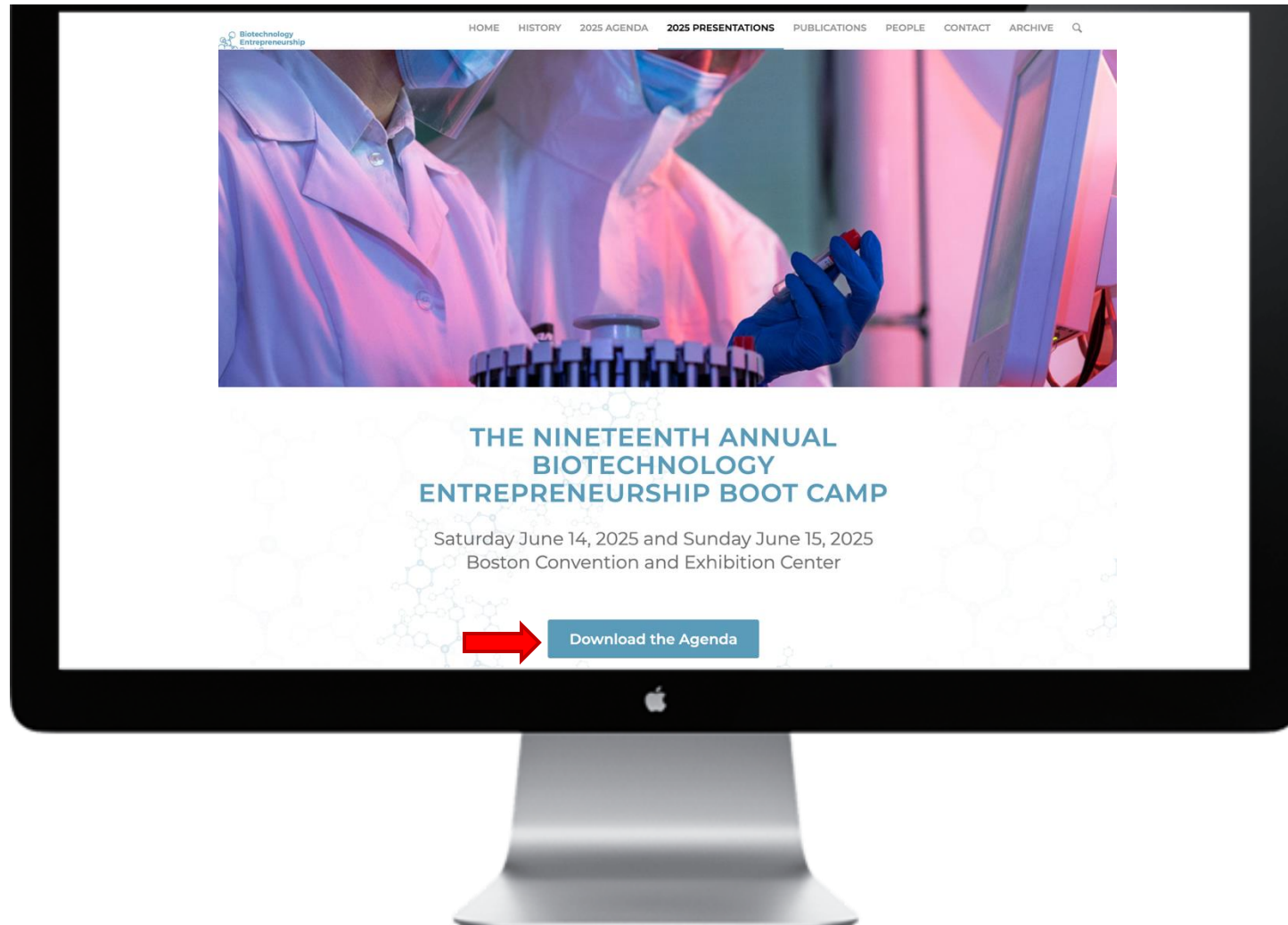
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# Accessing the materials

## **Download the Agenda**

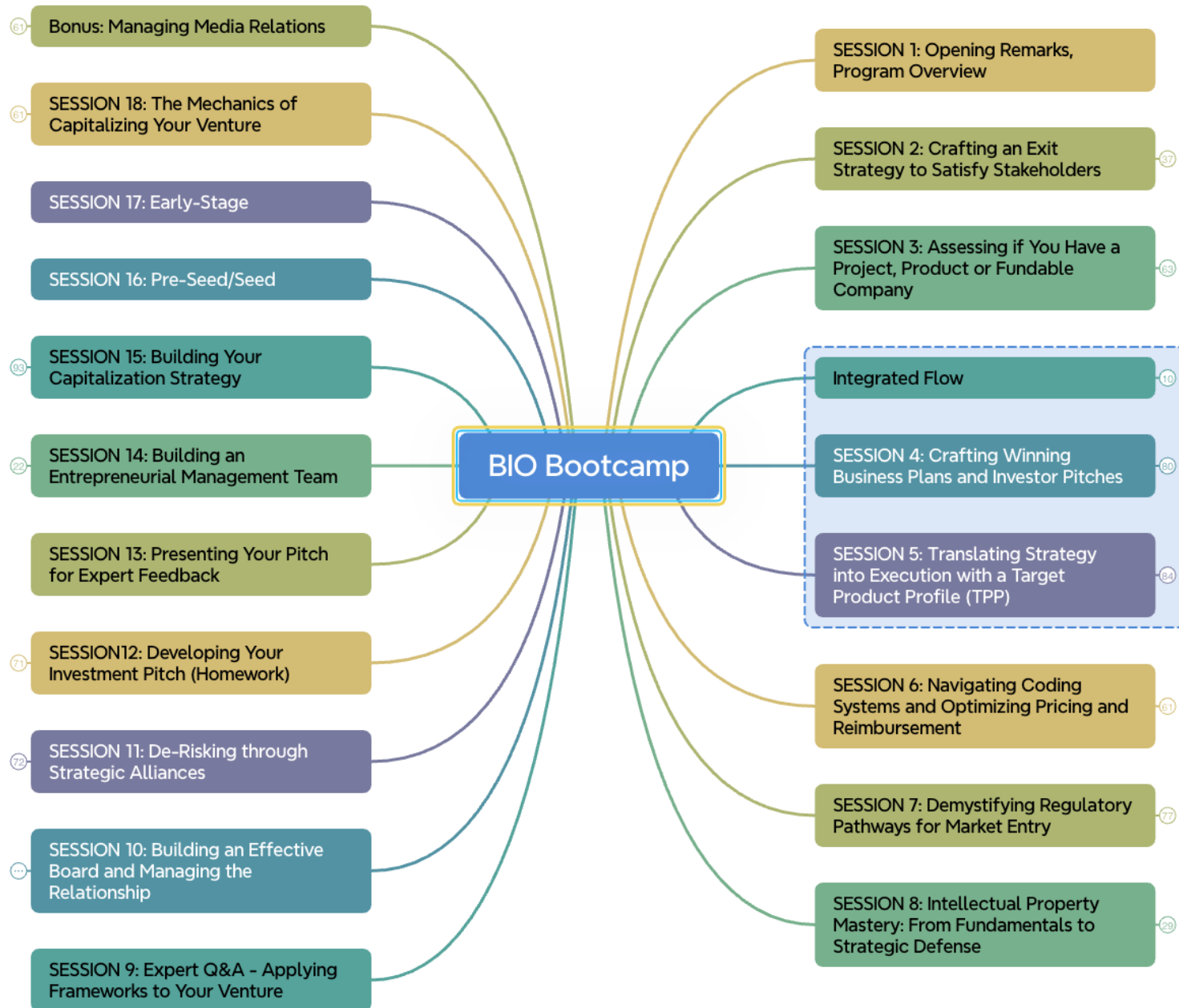


# Accessing the materials

## Download the Agenda







**Download an Interactive Agenda & expand to see the details by Topic**

<https://xmind.ai/share/UNxHqj0C>

## BIO Bootcamp

### SESSION 1: Opening Remarks, Program Overview

### SESSION 2: Crafting an Exit Strategy to Satisfy Stakeholders

Importance of a Compelling Story

|

Uncovering Exit Triggers

Identifying Key Triggers

Importance of Timing

Balancing Objectives & Concerns

Customer: Healthcare Payer/Provider

- Objectives
- Concerns

Investor: Angels, VCs, etc.

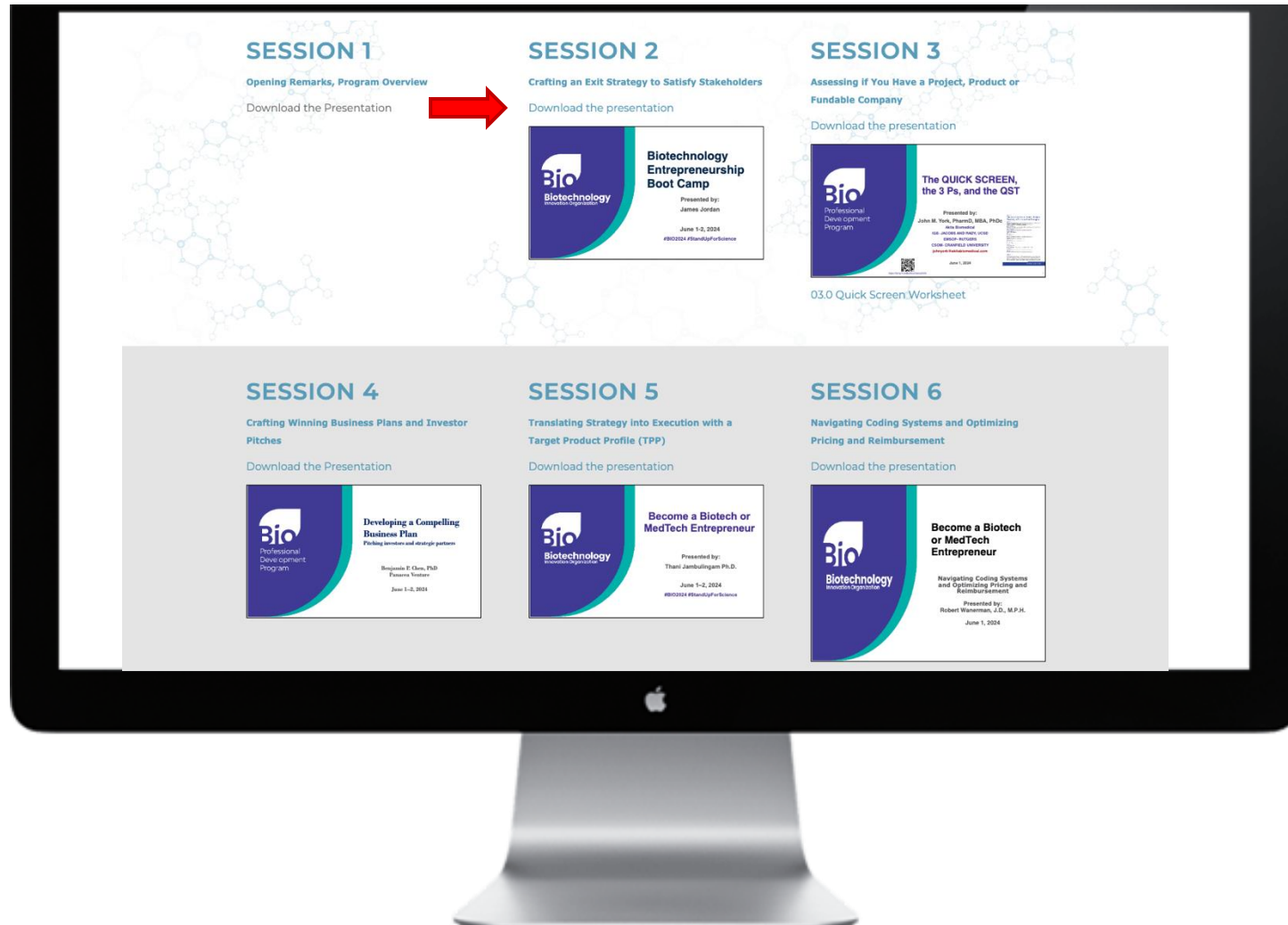
- Objectives
- Concerns

**Download a Word Document with the details by Topic to take notes**



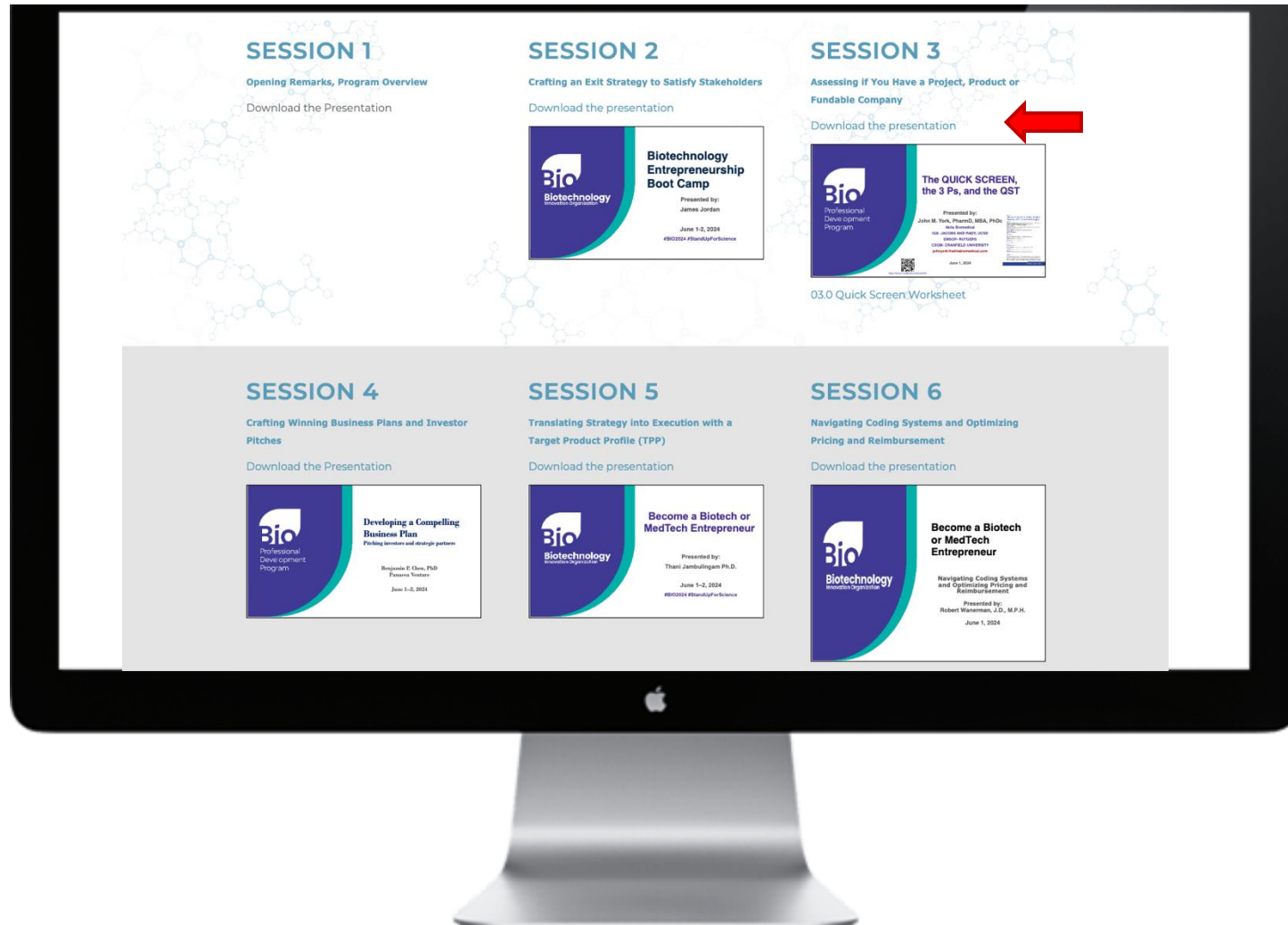
# Accessing the materials

## Download The Individual Presentations as needed



# Accessing the materials

## Some Presentations come with a Word or Excel File



# Accessing the materials

## You will have a homework assignment





# From Spark to Strategy

## Map the road from your science to your story.

This course teaches you to transform insight into an investor-ready pitch through a structured, strategic system.

Think of it like a cross-country road trip—from Boston to San Francisco. Today, we show you the route. In the coming weeks, you'll experience the drive.

# Insight Isn't Enough. You Have to Earn Belief.

This weekend is about showing how, not just what.

# You Don't Need Three Pitches You Need One Story That Travels

**CUSTOMER = INVESTOR = ACQUIRER**

- *The customer wants confidence in outcomes*
- *The investor wants velocity and multiples.*
- *The acquirer wants leverage and legacy.*



# Your TPP Is the First Move That Earns Capital

*It's not just a profile—it's a strategy signal.*

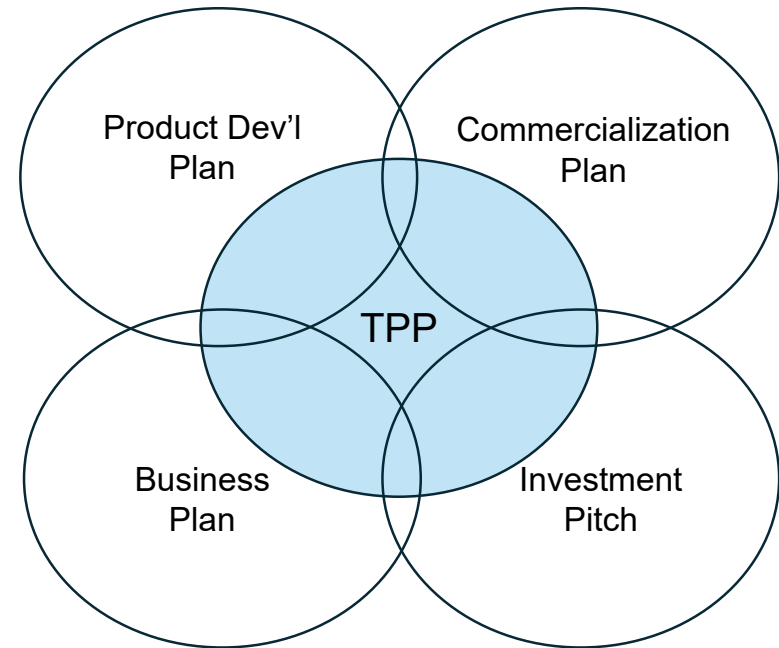
- ❌ **Unmet Need** → Defines the real-world problem you're solving.
- 😊 **Strategic Solution** → What path will your product follow to deliver value?
- ⊗ **Target Product Profile (TPP)** → Your venture's starting pin on the map—defining clinical, commercial, and regulatory success.



# The TPP Powers the Three Plans That Matter

*Build what works, sell what scales, and fund what returns.*

- ❌ **Product Development Plan** → What you're building and how
- 😊 **Commercialization Plan** → How you'll reach and grow your market
- ⊗ **Business Plan** → How you'll fund, operate, and scale



These plans form the foundation of the Journey Map.



# Gather Your Ingredients

#	Component	Why It Matters
1	Urgent Problem	Anchors emotional and logical urgency
2	What's Broken	Frames the dissatisfaction with the status quo
3	What We Do (Simply)	Forces clarity about the value proposition
4	Why It's Hard to Copy	Signals defensibility and barriers to entry
5	What Changes Clinically/Operationally	Connects innovation to real-world outcomes
6	Downstream Outcomes	Shows tangible benefits, economic or clinical
7	Economic Value	Tie the solution to payer/customer ROI
8	Proof of Progress	Lowers perceived risk
9	Ask + Milestone	Defines clear capital needs and goals
10	Strategic Close	Creates forward-looking excitement and strategic logic



# Follow the Recipe

Step	What Happens	Why It Matters
1	Urgent Problem	Create stakes immediately
2	What's Broken	Introduce tension
3	Our Solution	Resolve tension with credibility
4	Proof	Build validation and lower fear
5	Market Strategy	Shows potential for scaling
6	Team Strength	Build trust in execution
7	Funding Ask	Connect ask to milestone completion
8	Strategic Close	Leave investors energized to act



# Your pitch is the trailer — The Journey Map is the storyboard.

Investors don't read documents—they scan for conviction.



## Problem You Solve

Clear, compelling pain point



## Why Now

Timing and market readiness



## Why You

Uniquely qualified to solve the problem



## How Value is Created

Unique value proposition

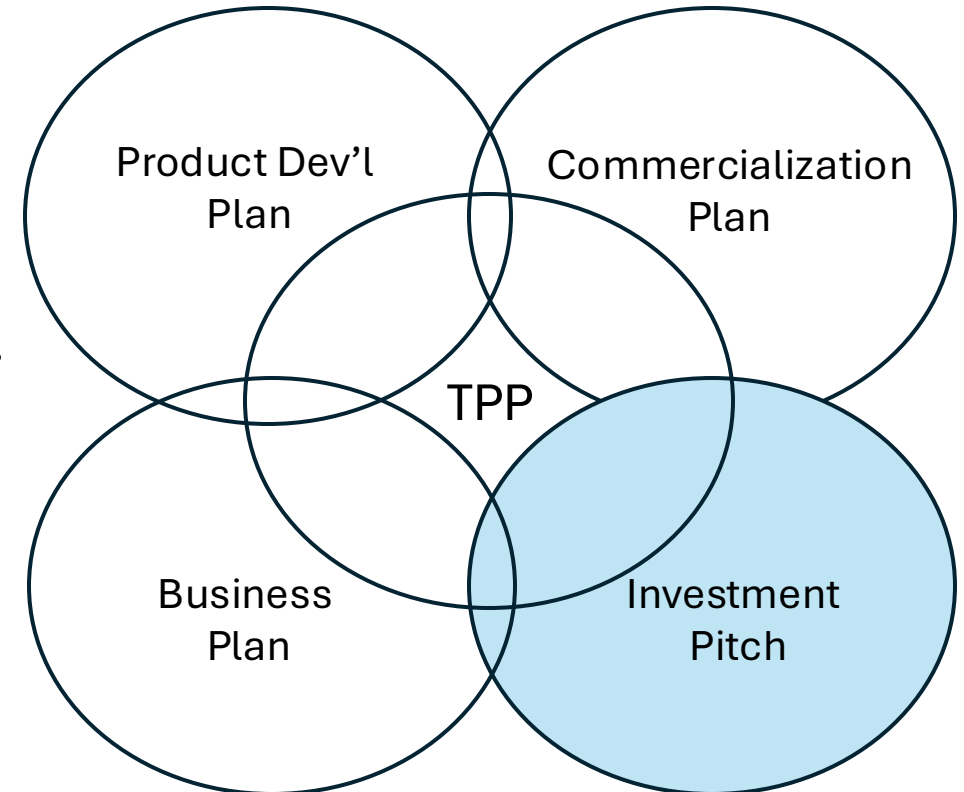
The pitch works because the Journey Map makes the plot believable.



# The pitch is the answer. The Journey Map shows your work

Just like in school—you don't just give the answer, you show the steps.

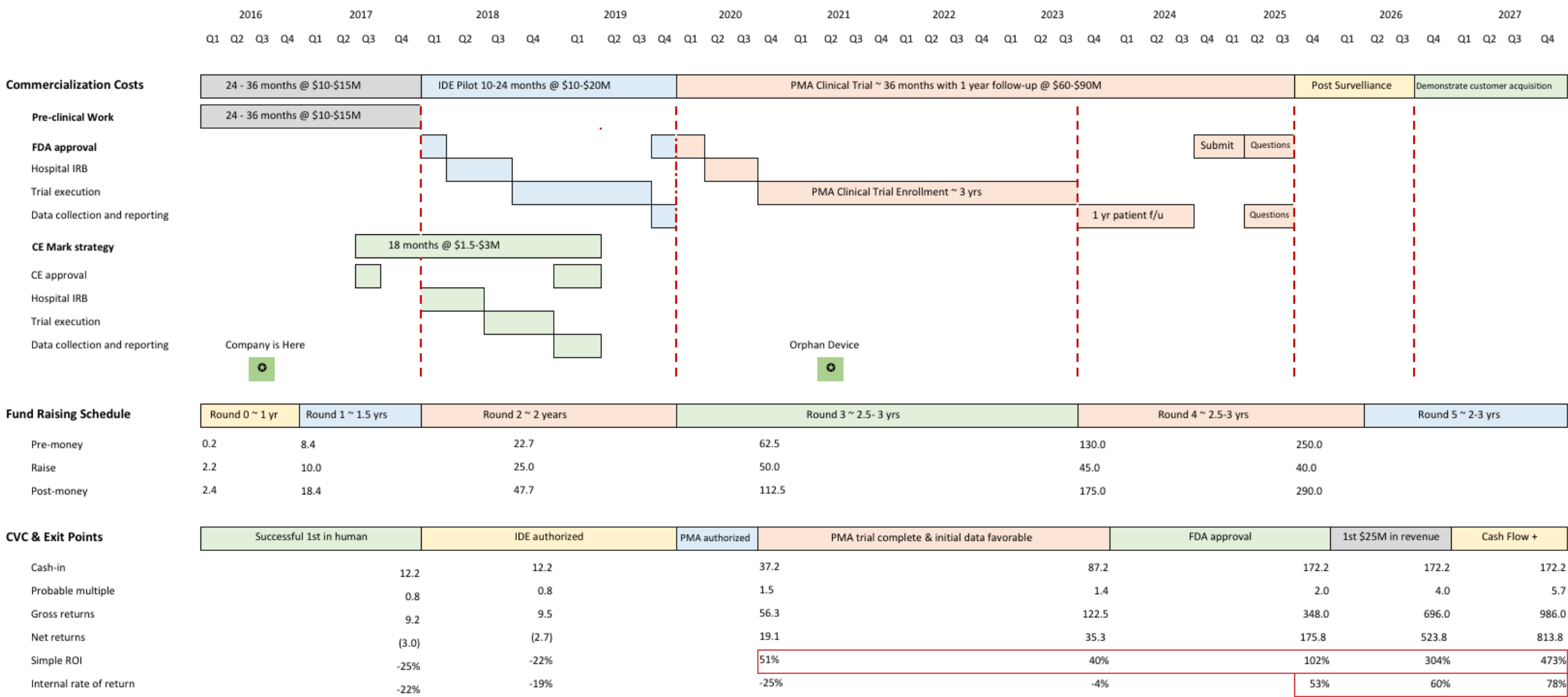
- ✕ **The Pitch** → A confident, investor-facing narrative
- 😊 **The Journey Map** → A visual synthesis of all your strategic work
- ⊗ **Why It Matters** → It connects the dots: problem, product, capital, market, exit



This weekend, you won't just hear pitches, you'll learn how to build one the right way. We're not just teaching performance; we're teaching how to earn belief. And that's where the Journey Map comes in.

# The pitch is the answer. The Journey Map shows your work.

It connects the dots: problem, product, capital, market, exit







# De-risk in Order, or Be Dismissed

Show you’ve earned the right to scale.

## Prove the **science** works

Validate core technology

## Validate **manufacturing** and **regulatory** paths

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## Demonstrate **market** readiness

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## Show path to scale and **exit**

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ÖÖPÖMÖ

This is your startup’s forward momentum. It shapes your pitch—and your capital strategy.

# What Investors Actually Want to Know

*Answer these, or they'll pass on you.*

## Can you attract the experience?

- Scientific and Technical Talent: Ensure we have the necessary expertise.
- IP Strategy: Protect innovations and secure competitive advantages.
- Regulatory Strategy: Ensure compliance and streamline market entry.
- Reimbursement and Coding: Facilitate product adoption and financial viability.
- Strategic Alliances: Leverage resources and vendors, share risks, and expand access.
- Board of Directors: Provide governance and strategic connections.
- The Team: Bring industry and relationship expertise.
- Media Relations: Build visibility and attract investors.
- Capitalization Strategy: Secure funding and manage resources effectively.

## Can you attract money?

- Can we formulate a business model that attracts investment and generates substantial market value, ensuring significant returns for our investors?
- This model must incorporate de-risking milestones that align with industry standards and our investment fund's specific expectations.
- How are we going to exit to get our return?

## Will customers buy your product?

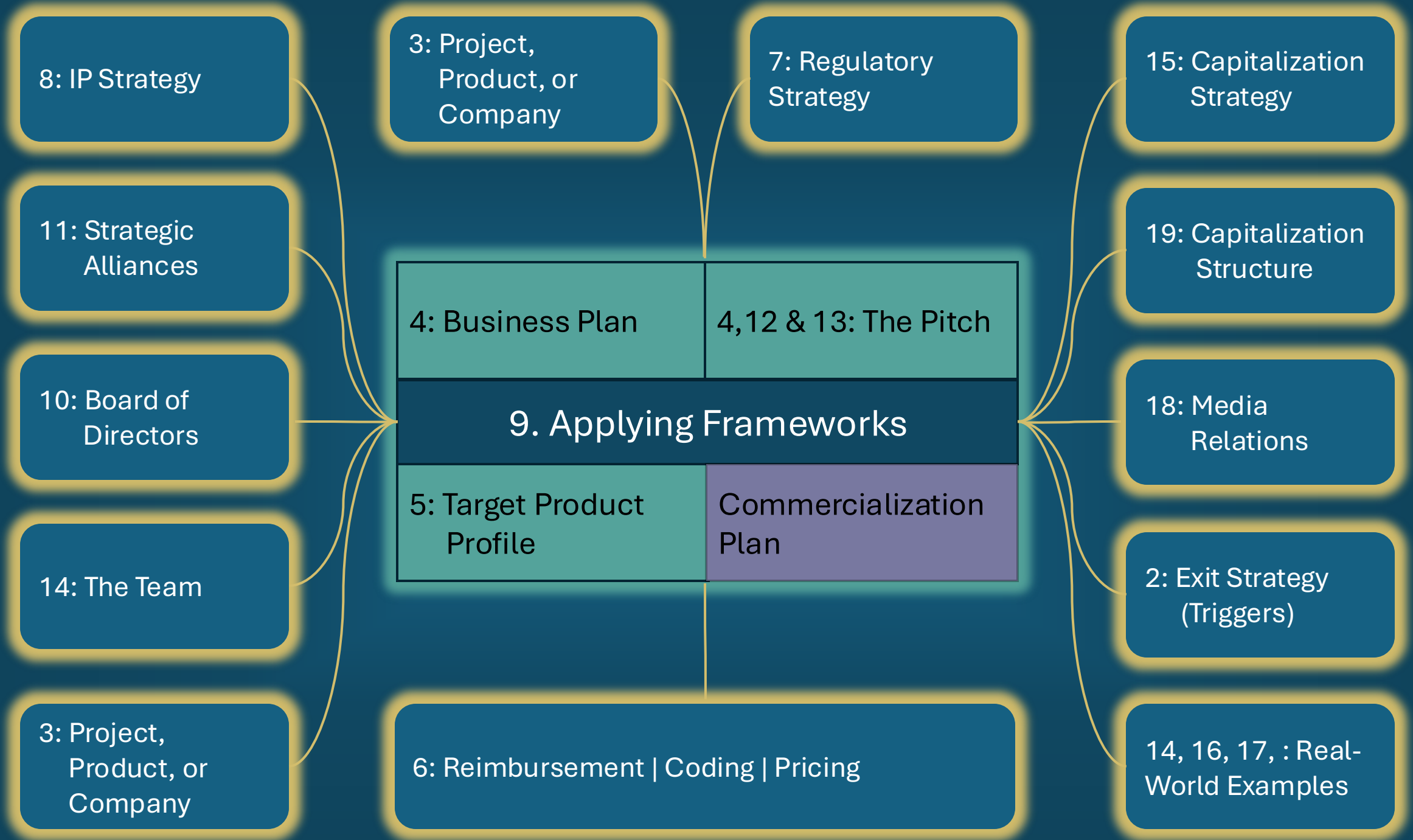
- Is it a complete or partial solution?
- Can you get into the sales channel?
- Assess risks and benefits vs. established solutions.
- Consider if large companies might block entry.
- Does it benefit the buyer or another segment?
- Do you have unique selling points against the competition?

# Aligning objectives and concerns

**CUSTOMER = INVESTOR = ACQUIRER**

A poorly planned and  
ill-provisioned journey ↑  
probability of failure

A startup is not a classroom for learning, but a stage for applying the lessons you've already mastered.



You'll hear from experts across IP, regulatory, coding, and capital. But if you miss the map, you'll miss the meaning. Your pitch isn't the end of the journey; it's your first test of how well you've traveled.