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# Life Science Nation (LSN) - Executive Summary

## LSN Partnering Ecosystem

Life Science Nation (LSN) has built a global partnering ecosystem featuring healthcare startups and the capital investors, co-development, and licensing partners who seek them. This partnering ecosystem consists of the LSN Global Partnering Campaign Database, Focus on Cures Accelerator, and the world-renowned Redefining Early-Stage Investments (RESI) partnering events which work closely with LSNs global tech hub network.

### I. LSN Global Partnering Campaign (LSN GPC) Database

LSN offers capital investors and licensing partner profiles that detail current requirements for partnering opportunities which allows startups to get a global list of partners on their radar screens. This database is the first step needed in launching and executing a successful global campaign initiative. The LSN Global Partnering Database consists of 10 categories of investors and partners representing 3500 firms with 10,000 contacts.

#### LSN Can Generate a Global Target List (GTL) Delivered in a SAAS Model

All fundraising CEOs need a Global Target List of potential partners that are a fit for their company's stage of development and product. Next, they need a CRM to put the list into so that they can organize and manage their global partnering campaign. LSN created a Salesforce App that is integrated with LSN's GPC database that enables the Salesforce CRM to transform into a turnkey Global Partnering Campaign (GPC) application. The integrated product can be purchased for a low monthly fee enabling startups to go from regional to global reach very quickly enhancing their capability to find partners beyond their geographic region.

### II. Redefining Early-Stage Investments (RESI) International Partnering Events

LSN created the world-renowned [Redefining Early-Stage Investments](#), conference, an established, go-to, dedicated partnering event series. RESI partnering events are held in concert with JP Morgan, San Francisco in January, Europe in March, alongside BIO USA in June, Boston in September, and Pacific Rim in November.

Executing a successful Global Partnering Campaign is all about getting out on the road and playing a numbers game of constantly moving potential partners on and off the table until you have a lead, along with a core syndicate group, that can fill out your round. It is a full-time endeavor and takes anywhere from 9-18 months. RESI is a launching pad used by startup companies as part of their global campaign initiative and has helped over 400 startups raise over 5B dollars.

#### ▪ The Innate Problem LSN Solved through RESI

The biggest issue at partnering events in the life science arena is that sell-side founders benefit greatly from filling out their company profiles, while buy-side investors and strategic licensing partners are not incentivized to complete their own profiles, making it challenging for founders to truly target based on fit. LSN curates a partnering database that enables us to fill in the missing partnering profiles alongside a matching mechanism that enables the matching of the two parties based on the stage of development and product. This has been a game changer in the life science partnering arena, making RESI incredibly effective at helping attendees find each other, create a dialogue, develop relationships, and get deals done.

#### Most Startups after Leaving Academia Land at a Tech Hub

Tech hubs are a crucial part of the LSN and RESI community as they provide entrepreneurial programs, lab space, and economic development for their cohort of aspiring scientist-entrepreneur and fundraising executives. LSN has identified over 1000 accelerators, incubators, non-profits, universities, and regional and government organizations that engage with life science startups in their entrepreneurship journey. Tech hubs are a vital part of the LSN Global Ecosystem. LSN has a Tech Hub Monthly newsletter and therefore has a direct reach for messaging and sourcing technology assets from this global pool of tech hubs.

### III. The Focus on Cures (FOC) Accelerator

The Focus on Cures (FOC) Accelerator provides Entrepreneurial Education to life science startups that need seed to series B funding. FOC has developed a standardized methodology for teaching a company how to develop its story and deliver a compelling narrative. FOC teaches startups how to launch and stage a partnering campaign with emphasis on how to canvass potential partners through introductory phone calls or writing introductory emails and most importantly, the holy grail of canvassing...how to follow up.

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|  <b>Global Partnering Campaign</b>             |  <b>RESI</b> REDEFINING EARLY STAGE INVESTMENTS                                                                                                                                                                                 |  <b>Focus on Cures ACCELERATOR</b>                                                                                                                                                                                                              | <b>LIFE SCIENCE NATION PUBLICATIONS</b>                                                                                                                                                                                                                                      |
| <b>LSN Investor &amp; Licensing Partner Database (Server)</b>                                                                   | <b>5 Times a Year</b><br><b>January – RESI JPM</b><br><b>March</b><br><b>June</b><br><b>September – RESI Boston</b><br><b>November</b><br><b>1,000+ Participating Attendees</b><br><b>2500 – 3500 Partnering Meetings</b><br><b>Participants from 30+ Countries</b><br><b>3 Days of Uninterrupted Partnering</b> |  <b>Entrepreneur Education Classes</b><br> <b>Seminars &amp; Workshops</b><br><b>Branding &amp; Messaging</b><br><b>Sourcing Technology Assets for Partners</b> |  <b>LifeSci Startup (Daily)</b><br><b>NEXT PHASE» (Weekly)</b><br><b>TECH HUB MONTHLY (Monthly)</b><br><b>THE LIFE SCIENCE EXECUTIVE'S FUNDRAISING MANIFESTO</b><br><b>by Dennis Ford</b> |
|  <b>LSN GPC Client Salesforce App (Client)</b> |                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                              |
| <b>LSN Business Development Database</b>                                                                                        |                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                              |

## Roadshows in the Life Science Arena

The life science arena is distinctly unique in that startup companies go on global roadshows just like pre-IPO CEOs to raise capital and find licensing deals. Unlike other industries, life science startups coalesce a small team and then get the capital to hire a bevy of service providers to aid in designing, building, and testing their products. Unlike their pre-IPO counterparts, Life Science startup CEOs do not have an experienced underwriting firm with years of practice and a Rolodex of international qualified investors to help launch and fund their startups. Nor do they have anyone producing their global roadshow, setting up their meetings, prepping, educating, and aligning their roadshow pitches and strategy. The Life Science CEOs are basically on their own. LSN helps prepare startups for their global roadshow and has a global partnering ecosystem that companies can leverage to execute their global partnering campaign.

## Preparing for a Global Partnering Campaign

A global partnering campaign can take anywhere from 9-18 months and therefore, one needs to be fully prepared with all the nuts and bolts of exactly what it will take to be successful. LSN Founder & CEO, Dennis Ford, has written a book on the subject, *The Life Science Executive's Fundraising Manifesto*, and over ten years has developed a process for getting scientist-entrepreneurs prepared for a global partnering campaign. Using the book as a basis, Dennis and LSN staff have created an entrepreneurial educational curriculum that has been very effective in training the scientist-entrepreneurs. This involves a process, that when followed, produces great results for the early-stage company.

## LSN Global Partnering Campaign (LSN GPC) Process

1. Develop a company narrative and get your story straight
2. Marketing collateral, 1-page data sheet, 2-page executive summary, 10-12 pages PPT.
3. Global Target List, a list of partners who fit your product and stage of development
4. Move that list into a CRM tool to organize and manage your campaign
5. Execute email and phone canvassing, set up meetings, and go to partnering events
6. Manage partner accounts that show interest and understand the art of follow-up

