

Global Roadshow Prep Course

September 3 & September 10 | 9:00 AM – 5:00 PM EDT

This a hands-on, comprehensive, one-day course prepares early-stage life science executive for their global fundraise. The course is available to 24 early-stage CEOs and includes complimentary registration to RESI Partnering Week with Premier Partnering access for only \$1,950! If you're starting an early-stage raise, this one-day course should be the first stop on your global roadshow!

Part 1: Branding and Messaging

9:00 am Introduction to Branding and Messaging

Dennis Ford, CEO, Life Science Nation (LSN)

Discuss the importance of preparing, planning and executing a global fundraising or licensing campaign. Learn how to position and pitch your company by telling your story and communicating effectively through a tagline, elevator pitch, tear sheet, executive summary, and slide deck.

10:00 Taglines

Dennis Ford, CEO, Life Science Nation (LSN)

Discuss the power of first impressions and how to define your precise value and differentiation in 5-7 words. Several volunteers will be able to share their tagline and get feedback from the instructors and the class.

10:30 Elevator Pitch

Dennis Ford, CEO, Life Science Nation (LSN)

Expand on your tagline and to develop a crisp, cogent elevator pitch in 5-7 sentences. Several volunteers will be able to share their elevator pitch in under 2 minutes in a mock pitch session and get feedback from the instructors and the class.

11:30 One-Page Data Sheet, Executive Summary, and Slide Deck

Dennis Ford, CEO, Life Science Nation (LSN)

We will discuss additional crucial elements of marketing collateral for fundraising. The template for a 1-page data sheet will be distributed to the participants in advance.

12:00 pm Lunch Break and Complete One-Page Data Sheet

Part 2: Fundraising 101

1:00 Debunking the Top 10 Myths in Fundraising

Dennis Ford, CEO, Life Science Nation (LSN)

We'll review ten categories of investors, and how each impacts early-stage fundraising. The class will then discuss the roles of regional vs. global partnerships, as well as the role of referrals, and how to find a potential investor based on fit. Now that you have your story straight, get to work! We'll discuss transitioning from telling your story to selling it to the right investors for your product and stage of development.

2:00 Sourcing and Developing Global Partnerships

Greg Mannix, Director, International Business Development, Life Science Nation (LSN)

Optimize search tactics to identify and profile potential investors. Understand the different investor types. Define the Global Target List of investors.

3:00 Preparing your Infrastructure using a CRM

Greg Mannix, Director, International Business Development, Life Science Nation (LSN)

Assemble leads and prepare to reach out. Intro letters, email and phone canvassing tactics and strategies. Manage your Global Target List and your outreach using a CRM.

4:00 Successful Partnering Strategy

Greg Mannix, Director, International Business Development, Life Science Nation (LSN)

We'll discuss tools, methodologies and algorithms that work, including sales and marketing with a CRM, as well as how to get outbound messages for phone and email canvassing, launch campaigns, use metrics, reporting and follow-up.

4:30 Preparing for your Investor Meeting

Greg Mannix, Director, International Business Development, Life Science Nation (LSN)

How to prepare for the actual investor meetings to maximize the limited time available to generate interest in the investors to continue the dialogue.

5:00 Course Ends