

LSN Holdings Executive Summary

LSN Holdings Owns and Operates Two Companies:

- **Life Science Nation** is a global matching platform for early stage buyers and sellers across the domains of Biotech, Medtech, Diagnostics and Healthcare IT. LSN curates two databases: a buy-side of global early stage investors and a sell-side of global technology assets. LSN also offers a sourcing and ranking service for clients who need to source and rank technology assets for channel and pipeline development.
 - **The RESI Conference Series**, which stages the Redefining Early Stage Investments (RESI) Conference that is held five times a year in San Francisco, Toronto, Boston and New York City (soon to expand to Europe and Asia).
 - **The Entrepreneurs Academy**, which offers classes and workshops on preparing companies for fundraising.
- **Boston Innovation Capital**, an investment advisory firm that plans and executes global fundraising campaigns for early stage firms raising capital in the range of USD 10-50 million.

The business entities are autonomous from a revenue perspective, but combined make up the global matching platform for the early stage life science arena, connecting products, services and capital.



About LSN

Life Science Nation (LSN) is driven by CEO Dennis Ford's and his team's vision of expediting the process of scientific development, from discovery through distribution, by providing early stage life science companies with a powerful sourcing platform. This platform enables executives to find investors and partners who are a fit for their Biotech, Medtech, Diagnostics and Healthcare IT firms. Clients leverage LSN to generate a global target list of qualified prospects, greatly enhancing marketing efficiency. LSN researches and curates real-time market intelligence into two distinct platforms:

- **The LSN Investor Platform** tracks ten categories of early stage life science investors and identifies the best investor/partner fit based on company stage of development and product. LSN has developed unique methodologies for tracking and keeping current with both of these dynamic market segments.
- **The LSN Company Platform** tracks emerging Biotech, Medtech, Diagnostics and Healthcare IT companies, which by their ephemeral nature are challenging to find and track.

LSN provides a number of services and capabilities to ensure that our matching platform gives early stage life science companies the ability to make compelling connections and make fundraising or business development executives more effective and efficient.

LSN Investor Platform

The LSN Investor Platform represents an ongoing dialogue with over 5,000 global investors. LSN clients get access to the investor database and can easily create a relevant global target list. These investor lists are essential to create and maintain a dialogue with the investor community that should be on your radar screen. The goal is to identify investor fit, create a dialogue that leads to a relationship and secure a capital allocation.

The LSN Investor Platform is the only life science-specific investor platform available to executives raising capital. Forward-looking investor data and mandates are collected and validated by LSN's investor research team through ongoing dialogue with the global life science pool of investors.

The LSN Investor Platform covers the following 10 investor categories:

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| • Angel Groups | • Hedge Funds |
| • Corporate Venture Capital | • Institutional Alternative Investors |
| • Endowments and Foundations | • Large Pharma and Biotech Companies |
| • Family Offices and Private Wealth Funds | • Private Equity Firms |
| • Government Organizations | • Venture Capital Firm |

[Investor Platform Demo](#)

LSN Company Platform

The LSN Company Platform tracks early stage preclinical, phase I, and phase II biotech firms, development-stage medtech, diagnostics and healthcare IT companies that can't be identified in other data platforms. The LSN Company Platform is the premier life science company database, covering over 50,000 companies around the world, with a particular focus on the bottom third of the market that is missed or neglected by traditional data providers. This makes it the most comprehensive database of its kind for sourcing early stage assets.

[Company Platform Demo](#)

Redefining Early Stage Investments (RESI) Conference Series

The Redefining Early Stage Investments (RESI) Conference is an ongoing conference series that provides a vehicle for early stage life science companies to source global investors, create relationships, and eventually, secure funding. The basic RESI format is unique in that it is held regularly every few months (an industry first) and gives both fundraising CEOs and early stage investor/partners a capability to use RESI as part of their ongoing business activities. Scientist/entrepreneurs can weave themselves into the RESI conference series and dramatically increase face time with prime partnering targets. The ability to carry on that dialogue every few months greatly aids in transmitting the latest information and cultivating the relationships.

- Full-day partnering conference with custom-built partnering system tailored to the early stage life science arena
- Up to 16 scheduled meetings per attendee (Previous RESI Conference had around 1200 meetings booked) Meta-tagged investor profiles that offer pinpoint accuracy to executives looking for investors that are a fit
- 1:1 investor to company ratio (Previous RESI SF Conference had 500+ Investors & 500+ Fundraising CEOs)
- In-depth panels featuring speakers from 10 categories of early stage investors
- RESI Innovation Challenge: The top 30 companies present in poster-board style

[Video: RESI Conference Series](#)

[RESI SF 2018 Program Guide](#)

Sourcing & Ranking Service (SRS)

LSN is uniquely positioned to rapidly identify and assess technology assets for clients focusing on any disease area of interest. LSN has strong data capabilities and deep relationships with our partners who have asked for LSN's assistance in stack-ranking assets, particularly parked pharma assets and NIH-affiliated assets. LSN has also evaluated 1000+ RESI Innovation Challenge applications.

1. Source Assets: LSN Company Database (50,000 companies), 5,000 investors & portfolio companies, RESI Innovation Challenge (120+ companies every few months), BIC clients & partner network (NIH & Other institutions)
2. Vet Assets: Gather asset info and profiles from LSN Company Database & company's website and conduct one-on-one interviews
3. Rank Assets: LSN has developed a comprehensive "expert system" which facilitates ranking of assets

[SRS Slide Deck](#)

Entrepreneurs Academy -

MKT 466: Developing Scientist/Entrepreneurs Marketing and Sales Skills for a Capital Raise

MKT466 is a 16-week comprehensive class that teaches the fundamental skills needed to brand and market life science companies. MKT466 teaches the best methodologies in how to reach out and establish a dialogue with investors, build a relationship and ultimately secure capital allocations. It instructs participants on how to use a consistent message to achieve compelling results from a fundraising campaign, and it explains how to aggregate a list of potential global investors that are a fit for the company's stage of development and product. MKT466 is a unique experiential financial and business development course for life science entrepreneurs. MKT466 incorporates participants' own domain expertise with best practices in targeting the right investors and partners via directed marketing to foster investor relationships.

Entrepreneurs Academy - LSN Fundraising Workshop Series

LSN runs a series of Fundraising Workshops and Panels that explain the nuances of creating and managing an effective outbound fundraising campaign. The content is tailored towards emerging and experienced scientist/entrepreneurs seeking to raise capital. The topics include an overview of today's investor landscape (i.e. the VC void and new investor categories filling that void), branding and messaging, the philosophy of an outbound fundraising campaign, generating a global target list, and managing mailings, follow-up and meetings. LSN staff regularly conduct this workshop series at conferences, in incubators, and in academic settings. The content can be delivered with varying degrees of depth (1, 2, or 4 hours or a full day).

[Fundraising Workshops & Panel](#)

[Video: Fundraising Boot Camp-Dennis Ford](#)

The Life Science Executive's Fundraising Manifesto

Dennis Ford recently published a book specifically tailored to the concepts discussed above. This book (released in June 2014) is an in-depth tactical guide for scientist/entrepreneurs seeking to raise capital in the life science arena. This book covers a number of critical fundraising elements, including:

- The legal landscape
- The investor landscape
- Branding and messaging
- Establishing a Web presence
- Creating an email marketing strategy
- Leveraging the cloud for an outbound campaign
- Phone canvassing
- Running a meeting
- Closing an allocation

[Digital PDF Copy of the Book](#)

[Website](#)

Publications:

Next Phase Newsletter: LSN publishes a free weekly newsletter dedicated to the topics and trends that are of current interest to early stage scientist/entrepreneurs and investors. This newsletter is distributed to a global readership of over 30,000.

[Next Phase Newsletter Archive](#)

Nature Articles: [Aligning Needs](#) - The best way for aspiring entrepreneurs to achieve their financing goals is to understand what investors and partners want.

[The View Beyond Venture Capital](#) - Fundraising is an integral part of almost every young biotech's business strategy, yet many entrepreneurs do not have a systematic approach for identifying and prioritizing potential investors—many of whom work outside of traditional venture capital.