

## Fundraising Boot Camp

*Launching and Executing  
a Fundraising Campaign*

## Deal & Product Valuations

*Learn what the key parameters are  
and how to structure a licensing deal*

**WHEN:** 24 February 2020 09:00 - 12:30

**WHERE:** Gewerbestrasse 24, 4123 Allschwil

In preparation for the second Redefining Early Stage Investments (RESI) conference to be held in Europe, Life Science Nation and Venture Valuation are offering Tech Hubs around Europe a Bootcamp addressing key topics for early-stage life science companies.

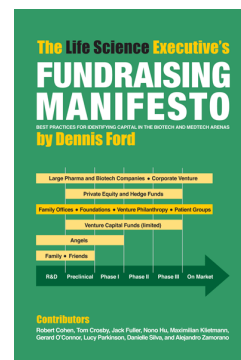
**9:30-9:40** Welcome, Leonildo Delgado, BaseLaunch

**9:40-11:10** Fundraising Workshop Overview

**Presenters:** **Dennis Ford**, Founder and CEO, LSN; Creator of the RESI Conference Series; **Greg Mannix**, Vice President International Business Development, LSN

### Workshop Overview:

- About Life Science Nation (LSN) and RESI
- Raising Capital: The 3 Most Important Questions
- The Changing Investor Landscape
- Debunking the Top 10 Old Myths in Fundraising
- Planning & Infrastructure for an Outbound Fundraising Campaign
- Building Your Brand Through Consistent Messaging
- Key Components of Fundraising Marketing Collateral



[Click Here to Download  
Free Digital Copy](#)

**11:10-12:10** Valuation Workshop Overview

**Presenter:** **Patrik Frei**, Founder & CEO, Venture Valuation

### Workshop Overview:

- Calculate potential of a company or product and associated risks
- Calculate and determine the right assumptions to structure a licensing deal
- Key parameters of a licensing deal
- Metrics of licensing deals

**12:10-13:00** Coffee Break

**13:00-15:00** **One-on-one Office Hours** - companies that wish to have a 30-minute meeting with Dennis and Greg to discuss fundraising can book a time by contacting Joey Wong by email [j.wong@lifesciencenation.com](mailto:j.wong@lifesciencenation.com)

Sponsored by:

**BASELAUNCH**  
accelerating healthcare ventures

**BASEL  
AREA.  
SWISS**

**[FREE REGISTRATION](#)**

<http://events.constantcontact.com/register/event?llr=xe68typab&oeidk=a07egv4uw2lbc38696c>