

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: 25 February 2020 09:00 - 12:00

WHERE: Bio-Technopark. Wagistrasse 25, Schlieren-Zurich

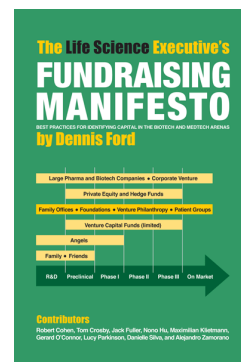
In preparation for the second Redefining Early Stage Investments (RESI) conference to be held in Europe, Life Science Nation and Venture Valuation are offering Tech Hubs around Europe a Bootcamp addressing key topics for early-stage life science companies.

9:00-10:30 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



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10:30-11:00 Coffee Break

11:00-12:00 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

12:00-14:00 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

Supported by:

[FREE REGISTRATION](#)