

VIEW PRESENTATION IN "SLIDE SHOW" TO ACTIVATE WEB LINKS

THIS DOCUMENT HAS BEEN DESIGNED BY THE BUSINESS DEVELOPMENT TEAM FOR PHDS AND POSTDOCS THAT WANT TO APPLY TO THE INNOEXPLORER GRANT. PLEASE DISCUSS THIS TEMPLATE WITH YOUR TTO BUSINESS DEVELOPER.

THESE NOTES WILL GUIDE YOU THROUGH THE TEMPLATE. PLEASE CONTACT US IF YOU HAVE ANY QUESTIONS AT [TTO@AU.DK](mailto:TTO@AU.DK)

# EXAMPLE "PITCH DECK" INNOVATION FUNDING PROJECTS IN LIFE SCIENCE

PRODUCED BY THE TTO BUSINESS DEVELOPMENT TEAM – MAY 2020  
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THIS DOCUMENT IS AN EXAMPLE PITCH DECK FOR INSPIRATION. USE THE SLIDES YOU LIKE, DELETE THE OTHERS.

THIS DOCUMENT WILL HELP YOU UNDERSTAND THE DIFFERENCE BETWEEN A **PITCH** AND A **RESEARCH PRESENTATION**

# MISSION & HISTORY

THIS FIRST PAGE INTRODUCES YOUR "STORY". IT IS IMPORTANT TO EXPLAIN YOUR GOALS AND THE PEOPLE WITHIN YOUR TEAM. WHAT ARE THE STRENGTHS AND WEAKNESSES OF YOUR TEAM? DOES YOUR PROJECT NEED EXTERNAL CONSULTANTS?

**Mission:** "We propose "Biotech XYZ" - a spin-out company that will develop 123 for the treatment of ABC. We will present our story, the analysis that we conducted on this commercial opportunity. Finally, we reflect on the current strengths and weaknesses of our project. **SOME EXAMPLE TEXT...** Our project involves the following activities, resources and capabilities required to enable the project to become a company.

**The proposal seeks 1.450.000 DKK to advance the project to a efficacy and toxicology work package"**

# SOCIETAL OUTCOMES

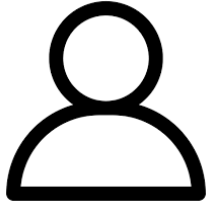
WHAT VALUE WILL BE CREATED FOR DENMARK IF THE PROPOSED WORK IS SUCCESSFUL? NEW DRUG OR DEVICE? JOBS?

# TEAM



DESIGN A TEAM BASED ON **EXPECTED INDUSTRY PROFESSIONAL STANDARDS**

FOR EXAMPLE: CONSIDER USING CONTRACT RESEARCH ORGANISATIONS – INSTEAD OF YOUR OWN LAB. HOW WILL YOUR PROJECT MANAGE REGULATORY ACTIVITIES AND WHO IS THE PROJECT LEADER?



## Project Leader

“ I am a post-doctorial researcher within the laboratory of Prof. XYZ: I wish to join the innovation culture and learn the tools of the university entrepreneur. I hold a Ph.D in XYZ and have XX years experience in XYZ.

SOME EXAMPLE TEXT...



## Subject Matter Expert

“ I am a professor within the field of XYZ and hold XXX years experience related to XXX biology. This is my first university spin-out, but I am keen to understand how we can learn the commercial and regulatory aspects of this case and work with experts in this field.

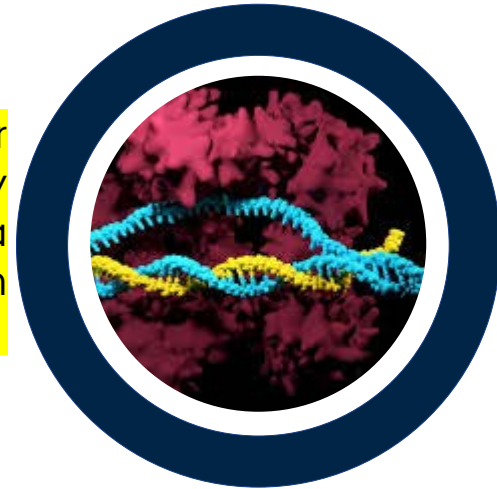


## Consultant

“ My firm has a key expertise in XYZ and will be able to ensure that this project is managed on a professional basis, within industry standards.

# YOUR FIELD

THE INNOEXPLORER PANEL MAY NOT KNOW YOUR SCIENTIFIC FIELD. SO - INTRODUCE IT AND THE KEY TRENDS IN ONE SLIDE. PRESENT IT AS AN EXCITING STORY WITH A GLOBAL PERSPECTIVE! WHATS HAPPENING?!



**Our Research field:** We work in the field of gene editing research. Zinc finger nucleases and transcription activator-like effector nucleases, have significantly improved precise genome modification, but have key limits. Crispr-Cas9 reaches a new level of targeting, efficiency, and ease of use. The CRISPR/Cas9 system allows for site-specific genomic targeting in virtually any organism.

SOME EXAMPLE TEXT...



What are the opportunities?



What are the threats?

## Key Trends

- ➔ Huge funding on a global basis
- ➔ Patent Landscape is crowded
- ➔ Strong growth of university spin-outs

## Research Stakeholders

SOME EXAMPLES...



# THE PROBLEM

## The Disease

Our group has 20 years experience with studying the XYZ pathway. Recently,.....

SOME EXAMPLE TEXT...

*Donec cursus viverra sapien, id accumsan nisl porta accumsan. Integer tempor malesuada nisl, ut gravida justo convallis in. Nunc mollis nisl vel purus ullamcorper, eu viverra est ullamcorper. Vivamus quis magna egestas, accumsan nunc eu, vehicula augue. Donec dapibus eros eu est pharetra euismod. Nam aliquet mauris eu ultrices molestie. Vivamus commodo a metus a scelerisque. Nulla ac fringilla enim. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In at posuere turpis. In fringilla facilisis risus id auctor. Etiam varius neque nec felis rhoncus interdum. Duis rutrum mattis facilisis. Etiam sit amet mi lobortis, mattis metus id, efficitur mi.*

Image?

## Clinical Collaborator (Key Opinion Leader/ Subject Matter Expert)



" I am a clinical professor within the field of XYZ and have worked to treat patients in this field for XX years. I will join the project and serve as a Clinical Advisor, ensuring the team are aware of current therapeutics, clinical practice and also reimbursement.

HERE, PROVE TO THE PANEL THAT YOUR TEAM'S KNOWLEDGE OF THE PROBLEM DOES NOT ONLY DEPEND ON ONE OR TWO INDIVIDUALS. FIND A KEY OPINION LEADER/ SUBJECT MATTER EXPERT.

THE STANFORD [NABC](#) MODEL CAN HELP YOU WRITE THIS SLIDE. CHECK OUT SCIENCE FOR SOCIETY'S [WEBPAGE](#).

# THE SOLUTION/ INVENTION

## Key Findings

Our group at the Biomedicine Department has identified a way of xxx.....

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ADD IMAGES TO EXPLAIN YOUR KEY FINDINGS.

IN YOUR PITCH, SPEND TIME TO **EXPLAIN WHAT THE IMAGE MEANS** I.E. POINT TO THE IMAGE AND EXPLAIN WHAT EXPERIMENT WAS PERFORMED AND WHAT RESULTS WERE OBTAINED.

HOW DID THE RESULTS MAKE YOU FEEL? SHOW EXCITEMENT FOR BREAKTHROUGHS!..... BUT ALSO EXPLAIN ANY EXPERIMENTS THAT MAY NEED TO BE REPEATED.

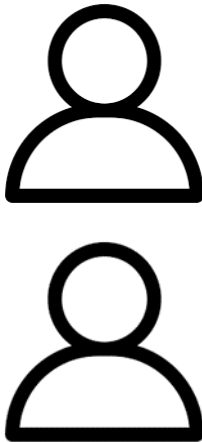
ALSO CONTINUE USING THE STANFORD [NABC](#) MODEL HERE AS WELL!

Image?

Image?

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Inventors:



# MARKET & PIPELINE ANALYSIS

Disease:?

Patient Demographic:?

Formulation:?

Current Drugs Used:?

Pipeline Drug projects:?

Market Rivalry?:



## OUR MARKET

THIS SLIDE EXPLAINS YOUR TEAMS UNDERSTANDING OF THE MARKET. YOU SHOULD WORK WITH YOUR TTO BUSINESS DEVELOPER TO CREATE THIS SLIDE.

IMPORTANTLY, YOU WILL NEED TO ENGAGE WITH MARKET STAKEHOLDER TO GAIN INPUT FOR THIS SLIDE. FOR EXAMPLE: WHAT DOES YOUR SPIN-OUT NEED TO ACHIEVE TO CREATE A PARTNERSHIP WITH A LARGER COMMERCIAL PARTNER?



## OUR VALUE PROPOSITION

### IMPORTANT:

THE MOST IMPORTANT OUTCOME OF A MARKET ANALYSIS IS THE ABILITY TO COMMUNICATE WHY YOUR TECHNOLOGY SOLUTION IS **BETTER THAN** OTHER SOLUTIONS.

**COMPARE** THE ATTRIBUTES OF YOUR DRUG DISCOVERY OR DEVICE INVENTION TO OTHER COMPANIES IN THE PIPELINE. **CONTRAST** YOUR APPROACH TO THE PIPELINE AND HIGHLIGHT WHY YOU THINK IT IS DIFFERENT - **AND SUPERIOR!**

# “NEWCO” RESOURCES & CAPABILITIES

## Today's resource & knowledge assets

WHAT EXPERTISE DOES YOUR TEAM HAVE?

WHAT EXPERTISE DOES CONSULTANTS OFFER?

WHAT IS THE STATUS OF YOUR PATENT APPLICATION?



What are our strengths?



What are our weaknesses?

Our resource & knowledge “gaps”



# REGULATORY ADVICE

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“We met with a regulatory consultant and have designed a programme to enable a **INVESTIGATIONAL NEW DRUG APPLICATION** at the FDA in the US.

In addition, we believe that our disease focus enables us to apply for a **FDA Expedited Development Program.**”

*Donec cursus viverra sapien, id accumsan risus porta  
gravida justo convallis in. Nunc mollis nisl vel purus ul  
quis magna egestas, accumsan nunc eu, vehicula au  
euismod. Nam aliquet mauris eu ultrices molestie. Viv  
fringilla enim. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In  
at posuere turpis. In fringilla facilisis risus id auctor. Etiam varius neque nec felis rhoncus interdum. Duis  
rutrum mattis facilisis. Etiam sit amet mi lobortis, mattis metus id, efficitur mi.*

## IMPORTANT

**REGULATORY AFFAIRS** IS ONE OF THE KEY AREAS WHERE UNIVERSITY PROOF OF CONCEPT APPLICATIONS FAIL. YOUR TEAM NEEDS TO CONSIDER WHAT REGULATORY AUTHORITIES MAY DO.

THE TTO BUSINESS DEVELOPMENT TEAM CAN HELP YOU TO IDENTIFY REGULATORY CONSULTANTS THAT COULD BE FUNDED VIA THE INNOEXPLORER GRANT.

# GANTT CHART & BUDGET

MANY APPLICATIONS FAIL DUE TO A **LACK OF PLANNING AND IMPLEMENTATION THINKING**. YOU NEED TO DEMONSTRATE THAT YOUR TEAM WILL NOT SPEND THE GRANT FUNDING ON ACADEMIC RESEARCH, BUT WILL MANAGE THE PROJECT TO ACHIEVE **MARKET-STANDARD OUTCOMES**.

“Over 12 months we will execute the following tasks. The key parties to the project are: our lab at Biom SOME EXAMPLE TEXT... t research organization partner. Business development consultant and RA consultant.”

	Q1	Q2	Q3	Q4
R&D University [Who?]	Assay design <b>Salary:</b> 150.000	Experiment 1 <b>Salary:</b> 150.000	Experiment 1 <b>Salary:</b> 150.000	Experiment 2 <b>Salary:</b> 150.000
R&D CRO [Who?]		Experiment 3 <b>Fee:</b> 50.000	Experiment 3 <b>Fee:</b> 100.000	Experiment 3 <b>Fee:</b> 400.000
Business Development [Who?]			Begin partnership and investor marketing <b>Fee:</b> 150.000	
Regulatory [Who?]			Discuss data. <b>Fee:</b> 150.000	

Total Budget: 1.450.000

BUDGET IS SHOWN ALONG A “HORIZONTAL” PLAN OF THE GANTT. THIS ALLOWS PANEL TO DISCUSS IF ALL TASKS ARE REQUIRED.

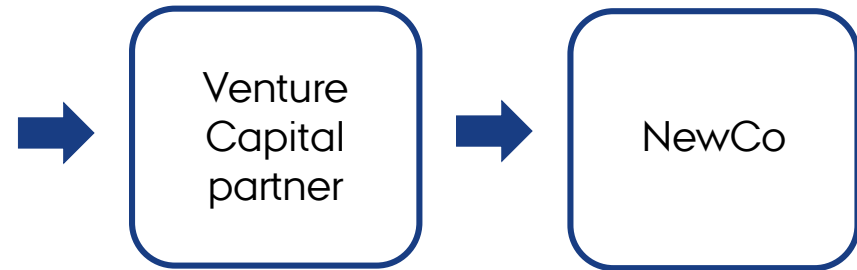
# FUNDING STRATEGY

HERE, EXPLAIN WHAT WILL HAPPEN **AFTER** YOUR PROOF-OF-CONCEPT GRANT HAS COMPLETED AND BEEN SUCCESSFUL.

HAVE YOU APPLIED FOR OTHER GRANTS? HAVE YOU SPOKEN TO YOUR FINANCING OR INDUSTRY PARTNERS TO DISCUSS WHAT PARTNERSHIPS SCENARIOS ARE POSSIBLE? **DISCUSS THIS WITH YOUR TTO BUSINESS DEVELOPER.**

“Following completion of this Proof-of-Concept grant, we will return to our financing and partners to present **SOME EXAMPLE TEXT...** All our partners have validated our plan presented here and understand our goal to create a spin-out company.”

	Q1	Q2	Q3	Q4
R&D University [Who?]	Assay design <b>Salary:</b> 150.000	Experiment 1 <b>Salary:</b> 150.000	Experiment 1 <b>Salary:</b> 150.000	Experiment 2 <b>Salary:</b> 150.000
R&D CRO [Who?]		Experiment 3 <b>Fee:</b> 50.000	Experiment 3 <b>Fee:</b> 100.000	Experiment 3 <b>Fee:</b> 400.000
Business Development [Who?]			Begin partnership and investor marketing <b>Fee:</b> 150.000	
Regulatory [Who?]			Discuss data. <b>Fee:</b> 150.000	



# RISK MITIGATION

THERE ARE MANY WAYS TO COMMUNICATE HOW YOU HAVE ASSESSED THE RISK IN YOUR PROJECT. DISCUSS THIS SLIDE WITH YOUR TTO BUSINESS DEVELOPER. YOU CAN READ ABOUT SFA [HERE](#).

We understand that all investments need to manage “risk”. We use the “Suitability-Feasibility-Acceptability” framework to assess our project.

	<b>Suitable?</b>	<b>Feasible?</b>	<b>Acceptable?</b>
<b>Our experimental plan</b>	We believe that we propose a classic drug discovery plan – we appreciate the panel’s critique	We have all the knowledge and consumables ready – but we need salary for staff.	Experiments were validated by CRO and regulatory consultant. We would be grateful to hear the panels view today.
<b>CRO activity</b>	This CRO comes highly recommended by XXX and we believe they approach is scientifically valid.		
<b>IPR</b>	We propose that IP is a “must have” for the project.	Our patent agent has filed the priority application and awaits our data...	We appreciate the panel’s questions

# CONCLUSION & THANK YOU

Summary of our project



Photo of the team ?!