EXAMPLE “PITCH DECK” INNOVATION FUNDING PROJECTS IN LIFE SCIENCE

PRODUCED BY THE TTO BUSINESS DEVELOPMENT TEAM – MAY 2020
EMAIL: TTO@AU.DK

THIS DOCUMENT IS AN EXAMPLE PITCH DECK FOR INSPIRATION. USE THE SLIDES YOU LIKE, DELETE THE OTHERS.

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

THIS DOCUMENT WILL HELP YOU UNDERSTAND THE DIFFERENCE BETWEEN A PITCH AND A RESEARCH PRESENTATION
MISSION & HISTORY

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. Included are 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 an efficacy and toxicology work package.”

SOCIOETAL OUTCOMES

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

**Project Leader**

“I am a post-doctoral 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.”

**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.”

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?
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.

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

Research Stakeholders
- Broad Institute
- CRISPR Therapeutics
THE PROBLEM

The Disease

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


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.
THE SOLUTION/ INVENTION

Key Findings

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


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!

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”
“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**.”

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**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.

“Over 12 months we will execute the following tasks. The key parties to the project are: our lab at Biomedicine, a contract research organization partner. Business development consultant and RA consultant.”

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<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
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<td>R&amp;D University</td>
<td>Assay design</td>
<td>Experiment 1</td>
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<td>Experiment 2</td>
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<td>[Who?]</td>
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Total Budget: 1,450,000

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.
FUNDING STRATEGY

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

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Time

Venture Capital partner

NewCo

Industry partner

Subject Matter Expert

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

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

Summary of our project

Photo of the team ?!