AN EXAMPLE “PITCH DECK” FOR INNOVATION FUNDING PROJECTS IN LIFE SCIENCE

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

IT IS AN EXAMPLE PITCH DECK FOR INSPIRATION – AND TESTED WITH OUR STAKEHOLDERS. BUT IT IS YOUR PITCH PRESENTATION SO DELETE ANY SLIDE YOU DON’T LIKE

WE HOPE THIS WILL HELP YOU UNDERSTAND THE DIFFERENCE BETWEEN A PITCH AND A RESEARCH PRESENTATION

THE NOTES WILL GUIDE YOU THROUGH THE TEMPLATE. PLEASE CONTACT US IF YOU HAVE ANY QUESTIONS AT TTO@AU.DK

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.
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 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?
**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.”

**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.”

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**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 effectors, 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......


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!

ADD IMAGES TO EXPLAIN YOUR KEY FINDINGS.

Inventors:

MARKET & PIPELINE ANALYSIS

Disease:?

Patient Demographic:?

Formulation:?

Current Drugs Used:?

Pipeline Drug projects:?

Market Rivalry:?

OUR MARKET

THIS SLIDE EXPLAINS YOUR TEAM'S 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 an 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.”
“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.”

<table>
<thead>
<tr>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>R&amp;D University</strong></td>
<td><strong>Assay design</strong></td>
<td><strong>Experiment 1</strong></td>
<td><strong>Experiment 2</strong></td>
</tr>
<tr>
<td>[Who?]?</td>
<td>Salary: 150.000</td>
<td>Salary: 150.000</td>
<td>Salary: 150.000</td>
</tr>
<tr>
<td><strong>R&amp;D CRO</strong></td>
<td><strong>Experiment 3</strong></td>
<td><strong>Experiment 3</strong></td>
<td><strong>Experiment 3</strong></td>
</tr>
<tr>
<td>[Who?]?</td>
<td>Fee: 50.000</td>
<td>Fee: 100.000</td>
<td>Fee: 400.000</td>
</tr>
<tr>
<td><strong>Business Development</strong></td>
<td></td>
<td><strong>Business case &amp; market analysis</strong></td>
<td></td>
</tr>
<tr>
<td>[Who?]?</td>
<td></td>
<td>Fee: 150.000</td>
<td></td>
</tr>
<tr>
<td><strong>Regulatory</strong></td>
<td></td>
<td><strong>Training &amp; Pre-liminary RA plan</strong></td>
<td></td>
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<tr>
<td>[Who?]?</td>
<td></td>
<td>Fee: 150.000</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.
ROADMAP TO SPIN-OUT

“Following completion of this Proof-of-Concept grant, we plan to continue the development via a BII Pre-Seed Grant. This phase would allow us to work towards an IND and develop a full business case for a future biotech spin-out.

Deliverables from this grant

- Complete Experiments 1-3. Achieve efficacy and toxicology evidence (in-vivo)
- Train researchers on regulatory process and draft preliminary regulatory planning.
- Full business case & market analysis

Deliverables for next phase

- Develop full Product Development plan (TTP)
- Further PoC in the right models
- CMC development plan
- Pre-clinical testing plan
- Clinical development plan
- Regulatory strategy
- GMP manufacturing / Quality Outsourcing
- IP strategy and preliminary FTO
**RISK MITIGATION**

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

<table>
<thead>
<tr>
<th></th>
<th>Suitable?</th>
<th>Feasible?</th>
<th>Acceptable?</th>
</tr>
</thead>
<tbody>
<tr>
<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 panel’s view today.</td>
</tr>
<tr>
<td><strong>CRO activity</strong></td>
<td>This CRO comes highly recommended by XXX and we believe they approach is scientifically valid.</td>
<td></td>
<td></td>
</tr>
<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>
</tr>
</tbody>
</table>

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](#).
CONCLUSION & THANK YOU

Summary of our project

Photo of the team ?!