

## LSN Holdings Executive Summary

### LSN Holdings Owns and Operates Two Companies:

- **Life Science Nation**, a data and marketing consulting firm.
  - **The RESI Conference Group**, which stages the Redefining Early Stage Investments (RESI) Conference series that is held five times a year in Boston, San Francisco, Toronto, San Diego and New York City.
- **Boston Innovation Capital**, an investment advisory firm that plans and executes global fundraising campaigns for early stage firms raising capital in the range of USD 10-50 million.

The business entities are autonomous from a revenue perspective but are interconnected virtually, as they augment and compliment the strategic direction of each other. If you view the products and services of all three entities you will discover that LSN Holdings has developed a virtual matching platform for the early stage life science arena, connecting products, services and capital.



## About LSN

**Life Science Nation (LSN)** is driven by CEO Dennis Ford's vision of expediting the process of scientific development, from discovery through distribution, by providing early stage life science companies with a Match.com-like sourcing platform. This platform enables executives to find investors who are a fit for their Biotech, Medtech, Diagnostic and Healthcare IT firm.

Professionals leverage LSN to generate a global target list (GTL) of qualified prospects, greatly enhancing marketing efficiency. LSN researches and curates market intelligence into two distinct platforms:

- **The LSN Investor Platform** tracks ten categories of early stage life science investors and identifies who is filling the void left by venture capital. LSN has developed unique methodologies for tracking and keeping current with both of these dynamic market segments.
- **The LSN Company Platform** tracks emerging Biotech, Medtech, Diagnostics and Healthcare IT companies, which by their ephemeral nature are challenging to find and track.

LSN brings a number of services and capabilities to the table to ensure that our matching platform gives early stage life sciences companies the ability to make compelling connections and make fundraising or business development executives more effective and efficient.

## LSN Investor Platform

The LSN Investor Platform represents an ongoing dialogue with over 5,000 investors around the globe. LSN clients get access to the investor database and can easily create a relevant global target list. These investor lists are essential to create and maintain a dialogue with the investor community on a global basis. The goal is to identify investor fits, create a dialogue that leads to a relationship, and secure a capital allocation.

The LSN Investor Platform is the only life science-specific investor platform available to executives raising capital. Forward-looking investor data and mandates are collected and validated by LSN's investor research team through ongoing dialogue with life science investors from around the world.

The LSN Investor Platform covers the following 10 investor categories:

- |   |                                       |
|---|---------------------------------------|
| • Angel Groups                            | • Hedge Funds                         |
| • Corporate Venture Capital               | • Institutional Alternative Investors |
| • Endowments and Foundations              | • Large Pharma and Biotech Companies  |
| • Family Offices and Private Wealth Funds | • Private Equity Firms                |
| • Government Organizations                | • Venture Capital Firm                |

[Investor Platform Demo](#)

## LSN Company Platform

The LSN Company Platform tracks early stage preclinical, phase I, and phase II biotech firms and development-stage medtech companies that can't be identified in other data platforms. The LSN Company Platform is the premier life science company database, covering over 40,000 companies around the world, with a particular focus on the bottom third of the market that is missed or neglected by traditional data providers. This makes it the most comprehensive database of its kind.

[Company Platform Demo](#)

## LSN Branding & Messaging Services

Life Science Nation's services include professional marketing and design consultation for fundraising life science companies. LSN works with scientist-entrepreneurs to create a complete package of design, branding and messaging collateral, from logo and tagline to a complete, investor-centric website that enables investors to take a deep dive on the management team and technology. This material greatly increases the ability of scientist-entrepreneurs to engage with investors, and allows investors to expedite the decision for a meeting.

[Portfolio](#)

## Redefining Early Stage Investment (RESI) Conference Series

The Redefining Early Stage Investments (RESI) Conference is an ongoing conference series that provides an international venue for early stage life science companies across Biotech, Medtech, Diagnostics and Healthcare IT and to source investors from around the globe, create relationships, and eventually, secure funding.

- Full-day partnering conference with custom-built partnering system tailored to the early stage life science arena
- 1:1 investor to company ratio (Previous RESI SF Conference had 500+ Investors & 500+ Fundraising CEOs)
- In-depth panels featuring investors from 10 categories of early stage investors
- The RESI Innovation Challenge-Top 30 companies present in poster-board style
- Up to 16 scheduled meetings per attendee (Previous RESI Conference had around 1200 meetings booked)
- Meta-tagged investor profiles that offer pinpoint accuracy to executives looking for investors that are a fit

[Video: RESI Conference Series](#)

[RESI SF 2017 Program Guide](#)

## LSN Fundraising Workshop Series

LSN runs a series of Fundraising Workshops that explain the nuances of creating and managing an effective outbound fundraising campaign. The content is tailored towards emerging and experienced scientist-entrepreneurs seeking to raise capital. The topics include an overview of today's investor landscape (i.e. the VC void and new investor categories filling that void), branding and messaging, the philosophy of an outbound fundraising campaign, generating a global target list, and managing mailings, follow-up and meetings. LSN staff regularly conduct this workshop series at conferences, in incubators, and in academic settings. The content can be delivered with varying degrees of depth (1 hour, 2 hours, 4 hours or full day).

[Fundraising Workshops & Panel](#)

[Video: Fundraising Boot Camp-Dennis Ford](#)

## Sourcing & Ranking Service (SRS)

LSN is uniquely positioned to rapidly identify and assess technology assets for clients focusing on any disease area of interest. LSN has strong data capabilities and deep relationships with our partners who have asked for LSN's assistance in stack-ranking assets, particularly parked pharma assets and NIH-affiliated assets. LSN has also assessed 1000+ RESI Innovation Challenge applications.

1. Source Assets: LSN Company Database (40,000 companies), 5,000 investors & portfolio companies, RESI Innovation Challenge (120+ companies every 45 days), BIC clients & partner network (NIH & Other institutions)
2. Vet Assets: Gather asset info and profiles from LSN Company Database & company's website and conduct one-on-one interviews
3. Rank Assets: Comprehensive expert system and data package assembled /reviewed
4. Report: Finalized stack-ranking report generated from LSN's expert system & 10-30 asset recommendations
5. Data Vault: secure website and data vault to package and house info and portfolio of the assets

[SRS Slide Deck](#)

## The Life Science Executive's Fundraising Manifesto

Dennis Ford recently published a book specifically tailored to the concepts discussed above. This book (released in June 2014) is an in-depth tactical guide for scientist-entrepreneurs seeking to raise capital in the life science arena. This book covers a number of critical fundraising elements, including:

- The legal landscape
- The investor landscape
- Branding and messaging
- Establishing a Web presence
- Creating an email marketing strategy
- Leveraging the cloud for an outbound campaign
- Phone canvassing
- Running a meeting
- Closing an allocation

[Digital PDF Copy of the Book](#)

[Website](#)

## Publications:

**Next Phase Newsletter:** LSN publishes a free weekly newsletter dedicated to the topics and trends that are of current interest to early stage scientist-entrepreneurs and investors. This newsletter is distributed to a global readership of approximately 20,000.

[Next Phase Newsletter Archive](#)

**Nature Articles:** [Aligning Needs](#) - The best way for aspiring entrepreneurs to achieve their financing goals is to understand what investors and partners want.

[The View Beyond Venture Capital](#) - Fundraising is an integral part of almost every young biotech's business strategy, yet many entrepreneurs do not have a systematic approach for identifying and prioritizing potential investors—many of whom work outside of traditional venture capital.