**APPLICATION TO PRESENT**

Hear what happens AFTER a start-up company presents to an investor group! Usually after the company representatives leave the room, the investors have a private discussion to decide whether the opportunity merits further investigation and possible investment. 1st Pitch Life Science offers presenters and audience members the chance to hear what happens in those closed-door discussions, and to learn what really matters to investors.

1st Pitch Life Science has been organized by MABA (Mid Atlantic Bio Angels (www.bioangels.net)), a life science investor group, to encourage and educate aspiring life science entrepreneurs who know they may be too early to seek investment but want the opportunity to practice their pitch and to receive constructive criticism from experienced and knowledgeable professionals.

Presenting at 1st Pitch Life Science allows early stage life science entrepreneurs to:

* Try out a pitch where no money is immediately at stake
* Hear what investors and audience members think of their presentation and opportunity
* Receive early, constructive feedback from knowledgeable and experienced industry people (including representatives from Mid Atlantic Bio Angels)
* Potentially connect with advisors/mentors and other team members who may be interested in supporting the company’s efforts and adding value at an early stage

Audience members get to hear how entrepreneurs are pursuing new science and new business opportunities and to provide their own feedback regarding the value and effectiveness of those efforts. The audience votes on a “Best in Show” company which will advance to an annual “Best of the Best/People’s Choice” competition.

Remember, there is no downside – no investor rejection, no lost opportunities, just good advice and potential connections that a company can use to improve its strategy and presentation.

The format for the presentations is just like an investor presentation: 15min presentation, followed by 10min of audience Q&A, and then 10min open panel discussion (for a total of 35min per company).

Please follow the instructions below to submit your application:

1. Please fill out all relevant information in the application below. The more information you provide, the better we can evaluate your application. HOWEVER, PLEASE DO NOT PROVIDE US WITH ANY INFORMATION WHICH YOU REGARD AS CONFIDENTIAL. While we intend to treat your information with discretion, we will not accept any responsibility or liability for disclosures of your information made to third parties, so please make sure to only send us what you intend to share openly.
2. The purpose of First Pitch Life Sciences is to provide constructive feedback for your business model and your pitch. However, although we assume there will be some rough patches in your presentation, we do expect that there will be at least the outlines of a thoughtful business plan. Therefore, in order to help us evaluate your readiness to appear before the group, we need to see an outline of your pitch in some form, whether it is a PowerPoint slide deck or something else. Remember that the pitch should not be more than 15 minutes, although you should have answers prepared for questions which may go beyond the specific information you present. We strongly suggest that you address or be prepared to address the following topics, as outlined below, and preferably in the following order:
   1. Name of company with contact information
   2. Intro – in plain English, describe your company’s value proposition
   3. Describe the problem you are trying to solve/market opportunity
   4. Describe your solution, especially features & benefits (you can also show a demo)
   5. Provide description and realistic size of the market addressed by your solution
   6. Who is the competition and what are your solution’s competitive advantages?
   7. How do you plan to market the product, how will you get regulatory approval, and how will you make money?
   8. Who are your management team, and supporters (advisors, boards, etc.), and the skills they bring to the business
   9. Timeline/milestones moving forward and accomplishments to date
   10. Greatest risks and challenges you anticipate
3. When you have completed the application, please save it under another name, and make sure to include your company name in the file name.
4. Please send applications and slide decks to [info@1stpitchlifescience.com](mailto:info@1stpitchlifescience.com) for NYC events, [painfo@1stpitchlifescience.com](mailto:painfo@1stpitchlifescience.com) for Philadelphia events, [njinfo@1stpitchlifescience.com](mailto:njinfo@1stpitchlifescience.com) for New Jersey events

We look forward to receiving your application.

|  |  |
| --- | --- |
| 1. Name of company (plus website – if any) |  |
| 1. Name of main contact (name, title, phone(s) & email) |  |
| 1. Location of company (if virtual, location of main contact) |  |
| 1. Start-up date |  |
| 1. If raising money – how much money is being raised |  |
| 1. Describe non-dilutive or grant funding already received or applied for |  |
| 1. Describe the company’s product or service (one sentence) |  |
| 1. What is the market need for the company’s product/service (one sentence) |  |
| 1. Is this a single product/service or a platform |  |
| 1. If the company has developed a platform, what is the first product/service to be marketed commercially |  |
| 1. What is/are your main competitive advantage(s)? |  |
| 1. If already selling – annual $ sales and number of customers |  |
| 1. Total addressable market (if platform – for first product only) |  |
| 1. Current development stage (of first product/service) |  |
| 1. Sales and Go-to-Market Strategy |  |
| 1. Describe status and scope of patent protection, if any (number of applications, nature of claims, when filed/granted) |  |
| 1. Briefly describe how product/device will be manufactured |  |
| 1. Current & anticipated alliance partners (specifics) |  |
| 1. FDA strategy, time to approval of optimal use, and approval pathway |  |
| 1. Time to reach major inflection point |  |
| 1. Describe major inflection point – in words and $s (e.g., exit, license…) |  |
| 1. Key beneficiary(ies) (in addition to patients, who benefits the most – financially and otherwise – from your product/service, e.g., hospitals – if product reduces/eliminates hospital never events) |  |
| 1. Reimbursement strategy (one sentence) |  |
| 1. Endorsement(s)/key supporters (specific names) |  |
| 1. Professional advisors (specific names) |  |
| 1. Please indicate at least one significant publication that you believe supports your technology (be specific, if possible, please attach to submission) |  |
| 1. How can investors lose their money? What are the biggest risks (competitive, regulatory, technical, etc.) standing between the company and successful commercialization and exit? |  |
| 1. Anticipated use of funds from this point forward |  |
| 1. How did you hear of 1st Pitch Life Science? (eg. from a particular person, LinkedIn discussion, email from my technology transfer/university biotech club/1st Pitch/etc, Twitter, 1stpitchlifescience.com, etc.) |  |

Please return this completed document - *with your company name incorporated into the document name*, along with your outline (slide deck or other), to the appropriate event site (email addressed above).

Thank you.

1st Pitch Life Science