

NewCo, Inc.

(Short tagline concisely relaying what the company does)

Date of presentation & venue

Presenter's name, title & email/phone



National Institutes of Health
Office of Extramural Research

← Replace with company logo

- Explain the problem/unmet clinical need
- What is the current standard of care/protocol?
- Highlight inefficiencies, gaps, suboptimal outcomes, costs, or process, safety or market access issues your technology will overcome

YOUR SOLUTION

- How does your technology solve the problem?
- Data: Use no more than 2-3 slides to explain
 - How your technology works
 - Any proof-of-concept data (*in vitro*, *in vivo*, preclinical or human) to support this assertion
 - No jargon terminology – keep it simple
- Do not include any confidential information



YOUR SOLUTION, continued

- 2nd slide of results/proof points
- Very short pitches may not allow time for a 2nd slide



YOUR SOLUTION, continued

- 3rd slide of results/proof points
- Don't always need 3; depends on time and venue/time constraint



HEALTH ECONOMICS

- What is your USP/target product profile (TPP) and how do you intend to generate evidence to support it?
- How much does an episode of care cost currently?
- What impact will your product have on the figure?
- How do you plan to quantify the improvement in health outcomes purported by use of your technology, e.g. via resource use, improved QoL?
- What is/are your health economic endpoint(s), e.g., cost avoidance, cost savings, cost-effectiveness, with different stakeholders?
- Is there a quality of life (QoL) aspect to your technology and, if so, do you plan to use it for an indication?
- What/who will be the focus/foci of your sales pitch? Will the buyers be the users and/or sales influencers, eg., hospital administrators, KOLs?
- Do you plan to try for reimbursement OUS? If so, what are your plans to obtain reimbursement from various countries' health technology authorities?



REIMBURSEMENT

- How much does an episode of care cost currently?
- What impact will your product have on the figure?
- What entity(es) will be the buyers of your product (hospitals, pharmacies, physicians, patients, other?)
- How will the buyer fund (or be reimbursed for) this purchase?
 - Line-item reimbursement from insurers
 - Do insurers coverage policies exist?
 - Do appropriate reimbursement code(s) already exist?
 - If yes, how much do they pay?
 - If not, what's the plan for seeking new codes?
 - Part of a global payment (e.g., a non-line-item payment system like Medicare DRGs or APGs)?
 - Cash-pay by the patient?
 - Other?
 - How does the technology fit within integrated delivery systems (e.g. Kaiser Permanente, VA) and ex-US payment systems?

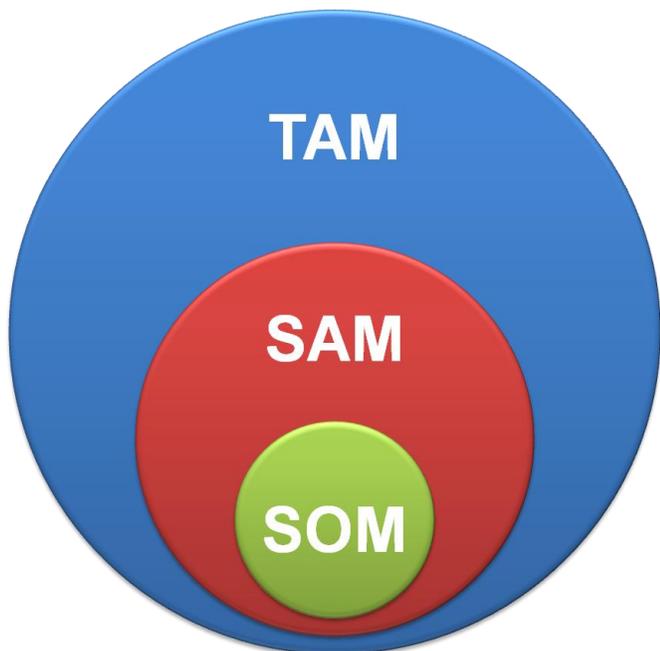


INTELLECTUAL PROPERTY/ BARRIERS TO ENTRY

- Present your IP portfolio
 - Patent applications & PCTs including numbers & dates
 - Patents granted & date
 - Country(ies) covered
- Differentiate composition-of-matter from method patents
- Provide only high level summary of information on provisional patent applications
- Other potential barriers:
 - Specific know how
 - Trade secrets or other secret sauce you own or have developed
 - Stated without details
- Freedom-to-operate (FTO) assessment – informal or formal



THE MARKET OPPORTUNITY



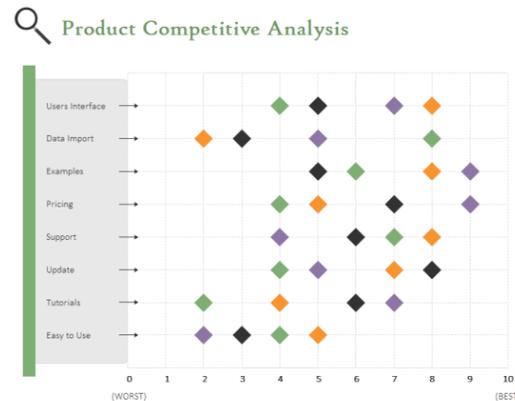
- TAM/SAM/SOM
 - **T**otal **A**ddressable **M**arket = the entire world or wherever the technology can be used
 - **S**erviceable **A**vailable **M**arket = the market you will likely reach either geographically (eg. first world populations) or selected patients
 - **S**erviceable **O**btainable **M**arket = the % of the SAM that you will likely capture (eg. “10% of SAM”)
- All values should be currency (not size of population); assumptions made to arrive at numbers may be presented or available in a backup slide, along with your financial model and other assumptions

COMPETITIVE LANDSCAPE

- Ways to highlight your solution's or your company's value proposition versus current competitors and/or others in development

Table 4: Competitive Analysis Matrix

	Trait 1	Trait 2	Trait 3	Trait 4	Trait 5	Trait 6
Competitor 1	✓		✓		✓	✓
Competitor 2		✓	✓			✓
Competitor 3	✓			✓		
New Organization	✓	✓	✓	✓	✓	✓



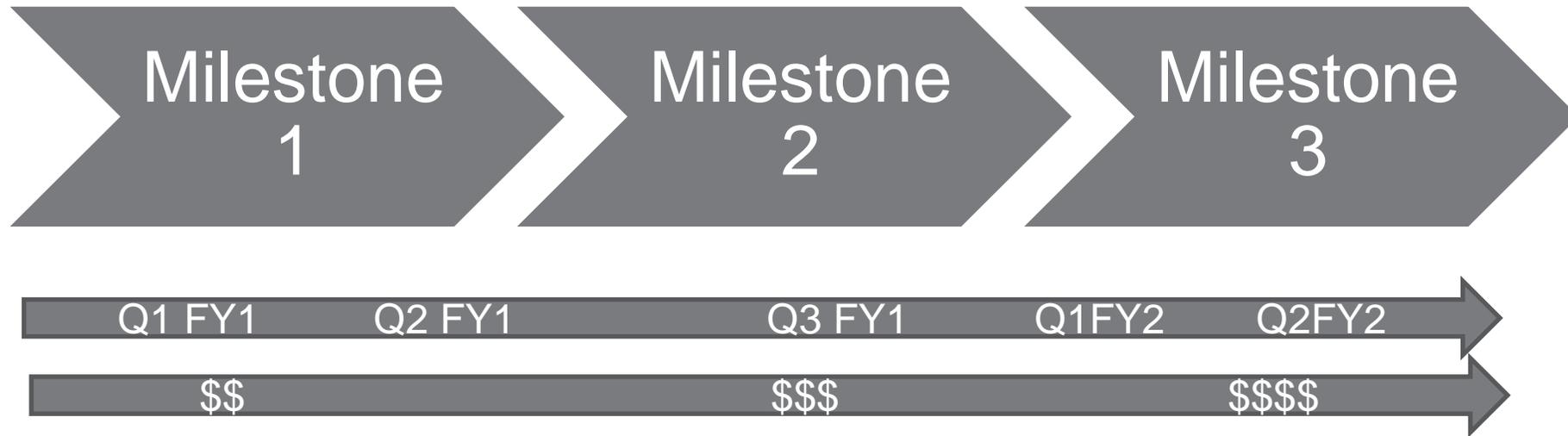
- Focus on properties or characteristics that differentiate your product and/or company from the competition
- Competitive intelligence comes from many sources. Keep track of references in notes, where possible.

REGULATORY AND GO-TO-MARKET STRATEGIES

- Regulatory
 - What regulatory pathway(s) and approvals are applicable to your technology? US and OUS, if applicable.
 - Where are you in that process and what's your plan for obtaining regulatory approval?
 - What additional/non-regulatory work is necessary for market uptake (e.g., outcomes research, manufacturing at scale, market research with KOLs/insurers/regulators, etc.)
- Go-To-Market Strategy
 - How will prospective buyers learn of your product?
 - Direct sales./marketing?
 - Licensing/Partnership/Acquisition by established company?
 - Country(ies) covered?
 - What is your revenue forecast, including volume and pricing assumptions over time?



PROJECT PLAN TO EXIT



- Major milestones in the development plan
- How much time and money will it take to execute plan
- How and when will you likely exit? (show *recent* comps, if any)
- Avoid a public solicitation for funds – talk about costs, not fund-raising when audiences are NOT 100% accredited investors

- Include key players from:
 - Management team
 - Founders
 - Advisors
 - Board of Directors
- Headshots, title & brief (1-2 sentence or few words) bio or description (eg. ex-Pfizer or ex-Medtronic)
- Aggregate into 1 sentence (eg. “Combined 150 yrs experience in drug development from top 10 biotechs including Amgen, Celgene & Genetech with over 2 dozen products on the market”)

Note: this slide typically remains on screen during Q&A, so it often gets more screen time/memorability than all others combined

- Bullet list of major points
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Company Name/Logo

Presenters name, title, contact information

