

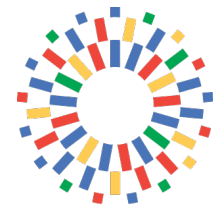
Methodology for Coordinated Investor Relations in Life Sciences & Health Technology



Biotech North



OSLO CANCER
CLUSTER



Norwegian
Smart Care
Cluster

Cluster Collaboration on Investor Relations



Life Science in health, tech, marine, & agriculture

Life Science in marine, health, agriculture

Digital health, medtech and hospital solutions

Oncology therapeutics, diagnostics, digital

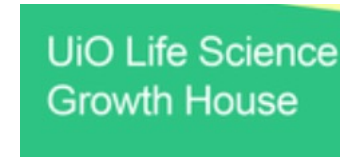
Welfare tech, digital health & medtech «at home»



- **Shared aims** : A large, joint investor network and many investors have multi-sector interests
- **Critical mass**: > 500 members, globally attractive pipeline / assets
- **Convergence**: Shared methodology for how we engage the financial community
- **Maximize impact**: Build on best-practice to accelerate learning and increase exposure of the entire ecosystem



Partners & Supporters Across the Ecosystem



Norwegian
Smart Care
Cluster

NI[®]
Biotech North



OSLO CANCER
CLUSTER



Norway
Health Tech

Our Why

Increase investor capital to our joint ecosystem

Build long-term relationships with investors interested in Norwegian ecosystem

Act as an open community; minimal entry points ensure access to critical mass

Joint Methodology, professionalizing & streamlining efforts

Investor Relations is a people's game – it builds mutual trust over time

2024 Webinar Series



March 6: Trends in health & life science investments

April 3: Types of funding: what, when, advantages and challenges

May 8: Funding strategy: why and what is it?

June 12: Understanding sector investors & their mindset

August 28: Valuation & cap tables: what are founder-friendly terms?

September 25: Knowing what you don't know



How to Prep for Partnering *Best Practice in BD Conferences*

Why?

- Not all conferences are created equal.
- Partnering requires a unique approach and well-defined plan before the event & on-site.
- It is fast-paced, so knowing how to navigate is crucial to maximizing your time, resources, and chance of success.



How Partnering Meetings Differ

**NON-
ACADEMIC**

**STRUCTURED
VS. ORGANIC**

**ALMOST
ENTIRELY BD /
IR FOCUSED**

Partnering Meeting Examples



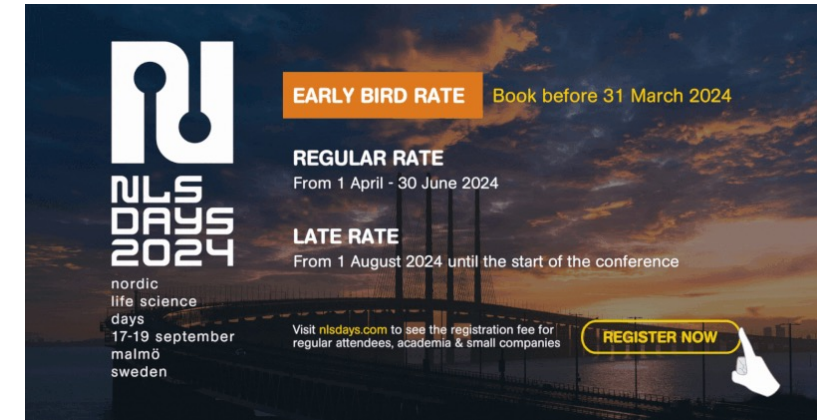
SWISS NORDIC BIO
7 March 2024

REGISTRATION IS NOW OPEN →



LSX | WORLD CONGRESS
BIOTECH · HEALTHTECH · MEDTECH
29th-30th April 2024 | Business Design Centre, London

**PARTNERING, STRATEGY & INVESTMENT FOR
LIFE SCIENCE EXECUTIVE LEADERS**



NLS DAYS 2024
nordic life science days
17-19 september
 malmö sweden

EARLY BIRD RATE Book before 31 March 2024

REGULAR RATE
From 1 April - 30 June 2024

LATE RATE
From 1 August 2024 until the start of the conference

Visit nlsdays.com to see the registration fee for regular attendees, academia & small companies

REGISTER NOW



CONNECTING THE GLOBAL BIOPHARMA COMMUNITY

BIO-EUROPE SPRING®

MARCH 18-20, 2024 BARCELONA, SPAIN



Meet Us at BIO 2024

June 3-6, 2024
San Diego

Booth #5051

Bio Events International Convention



BIO-EUROPE®

November 4th-6th 2024
Stockholm, Sweden
Stockholmsmässan



Norwegian Smart Care Cluster

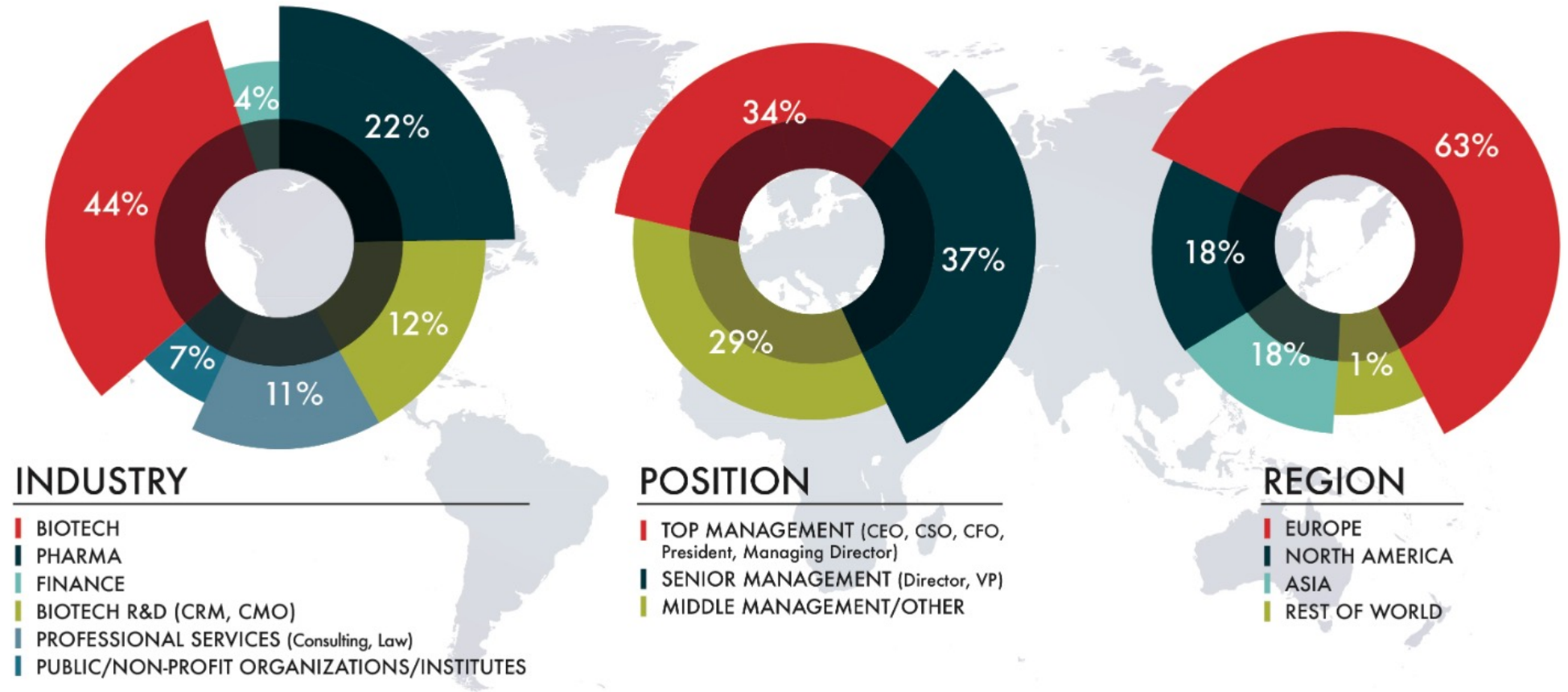
Biotech North

OSLO CANCER CLUSTER



Norway Health Tech

Typical Attendee Breakdown



Bio-Europe Example

How Partnering Meetings Differ

- 1. Structured System:** sets meetings well in-advance, coordinating availabilities of thousands of attendees.
- 2. Strategy From Multiple Angles:** industry insights & greater visions, as well as therapeutic- and product-specific sessions.
- 3. Drive Business:** Intended for those seeking partnerships, licensing deals, investor relations, or specific services.

High-Touch : Quick & effective tackling of core business needs. More meetings, less travel.

ROI Can Be Huge: 1 deal could cover conference costs and more.

Corporate Speed-Dating: intended to be screenings, aimed at scoring a second, larger “date” later.

How to Make the Most of It

Prepare
in
Advance

Leverage
the
Partnering
System

Keep
Requests
Personal

Know the
Meeting
Etiquette

Plan the
Follow-Up

Have a Goal: Pharma partner, Investor, Niche service...

Prospect & research: Profiles & Websites

Request early: Availabilities matched & meetings booked in advance

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Your Profile: NON-Confidential, but thorough

Availability: Open your schedule as much as possible, but block time food & sessions

Search & Research: Use keywords and filters. New registrations / profile changes will update many times a day.



Nordic Life Science Days - SwedenBIO

Your profile is **PUBLISHED** [Unpublish](#)

Description

Company type

Keywords
Sweden, Life Science

Brief description
The trade association for the Swedish life science sector, representing the whole ecosystem: from the vibrant start-up science to international life science companies

Description
SwedenBIO serves to the benefit the entire life science industry in Sweden and is a member-driven, private, non-profit organization. The main objective is to contribute to improving the conditions for the life science industry for the benefit of industry growth and business development.

News
SwedenBIO is the founder and producer of Nordic Life Science Days, the largest annual investor- and partnering meeting focused on Nordic life science.

www.nlsdays.com
NLSInvest is a part of the NLSDays Investment Track - and all qualified investors are welcome to come partner and network in our Nordic ecosystem at no cost. Register here:
<https://www.nlsdays.com/registration-fees/>

Company objectives
Looking to invest in the vibrant Swedish start-up science? SwedenBIO has more than 300 members operating across all sub-sectors from pharmaceutical, biotechnology, medical technology to diagnostics. Sweden's life science industry accounts for 20% of Sweden's net exports.

Assets

[Manage assets](#)

- Precision Medicine - T... [Unpartnered](#)
- The Swedish Drug Disco... [Unpartnered](#)
- Rare- & orphan disease...
- NLSInvest / Nordic Lif...
- BRIDGING THE GAP - A s...
- SwedenBIO's Disclosure...

Services

Nordic Life Science Da...
Other

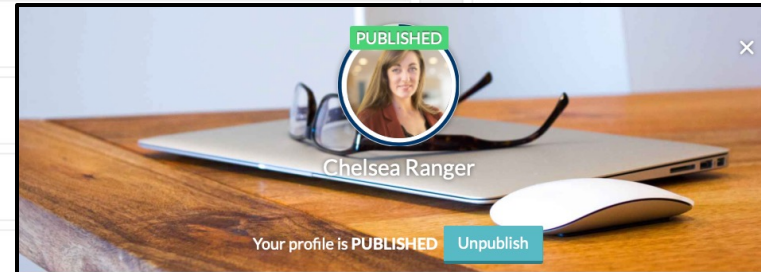
Market Products

Management

[Edit](#)

Delegates

Chelsea Ranger
Senior Advisor | NLSInvest Chair



Delegate profile

Company Nordic Life Science Days - SwedenBIO

Job title Senior Advisor | NLSInvest Chair

LinkedIn profile <https://www.linkedin.com/in/chelsearanger/>

Keywords
Consultant, Life Science, Health Technology, Investor Relations, Business Development, Business Strategy

Professional background
Currently:
Founder | Owner of C. Ranger Consulting.
Head of BD / IR for The Life Science Cluster in Norway

Area of expertise
My mission is to improve global health by supporting medical and technological advancements. I believe each idea we have, each decision we take, makes an impact - a dent - on our peers, industry, and on the individuals best served by our willingness to make change happen. I work across the Nordic life science ecosystem with inspired teams & change agents, from research groups to start-ups, scale-ups, and cluster organizations. (www.crangerconsulting.com)

Keywords, Assets, Document Upload, and Web Link



Chelsea Ranger ▾

WED
28

THU
29

Calendar

No meetings this day

Change availability

New personal event

Print ▾

Export ▾

Sessions and Education Topics

[View All](#)

1 Topic available

Program & Receptions ▾

6:00 AM	Non partnering hours
6:30 AM	Non partnering hours
7:00 AM	Non partnering hours
7:30 AM	Non partnering hours
8:00 AM	Non partnering hours
8:30 AM	Not Available
9:00 AM	Not Available
9:30 AM	Not Available
10:00 AM	Not Available
10:30 AM	Available
11:00 AM	Not Available
11:30 AM	Not Available
12:00 PM	Not Available
12:30 PM	Not Available
1:00 PM	Not Available
1:30 PM	Not Available
2:00 PM	Available
2:30 PM	Available
3:00 PM	Not Available
3:30 PM	Not Available
4:00 PM	Not Available
4:30 PM	Not Available
5:00 PM	Not Available

9:15 AM - 10:00 AM Plenary Room
NLSDays Grand Opening: POWER-UP THROUGH PARTNERSHIPS – HOW LEVEL PLAYING FIELDS CREATE A PUSH FOR GROWTH Program & Receptions

11:00 AM - 12:00 PM Plenary Room
Super Session 1 – Diving into Deep Tech – From Buzzword to Benefit in Life Sciences Program & Receptions

1:00 PM - 2:00 PM Main Hall
NLSInvest Rising Stars Pitches: 20 NORDIC RISING STARS PITCHING IN THE ARENA Program & Receptions

4:00 PM - 5:00 PM Plenary Room
Super Session 3 – Vaccine Crosslinks: From Cancer to COVID Program & Receptions

6:00 AM	Non partnering hours
6:30 AM	Non partnering hours
7:00 AM	7:00 AM - 9:00 AM Main Hall Morning Breakfast Program & Receptions
7:30 AM	7:00 AM - 9:00 AM Main Hall Morning Breakfast Program & Receptions
8:00 AM	7:00 AM - 9:00 AM Main Hall Morning Breakfast Program & Receptions
8:30 AM	7:00 AM - 9:00 AM Main Hall Morning Breakfast Program & Receptions
9:00 AM	9:15 AM - 10:00 AM Plenary Room NLSDays Grand Opening: POWER-UP THROUGH PARTNERSHIPS – HOW LEVEL PLAYING FIELDS CREATE A PUSH FOR GROWTH Program & Receptions
9:30 AM	9:15 AM - 10:00 AM Plenary Room NLSDays Grand Opening: POWER-UP THROUGH PARTNERSHIPS – HOW LEVEL PLAYING FIELDS CREATE A PUSH FOR GROWTH Program & Receptions
10:00 AM	10:00 AM - 11:00 AM Main Hall Coffee Break Program & Receptions
10:30 AM	10:00 AM - 11:00 AM Presentation Room Company Presentations 1: Biotechnology Program & Receptions
11:00 AM	10:00 AM - 11:00 AM Main Hall NLSDays Fireside Chat by LINK Medical: USING INNOVATIVE TECHNOLOGIES TO FACILITATE Program & Receptions
11:30 AM	11:00 AM - 12:00 PM Plenary Room Super Session 1 – Diving into Deep Tech – From Buzzword to Benefit in Life Sciences Program & Receptions
12:00 PM	11:00 AM - 12:00 PM Presentation Room Company Presentations 2: MEDTECH & DIAGNOSTICS Program & Receptions
12:30 PM	12:00 PM - 2:00 PM Main Hall Lunch Buffet Program & Receptions
1:00 PM	12:00 PM - 1:00 PM Main Hall NLSDays Fireside Chat with UK Science & Innovation Network: CO-HOSTED BY CELL AND GENE THERAPY CATAPULT Program & Receptions
1:30 PM	1:00 PM - 2:00 PM Main Hall NLSInvest Rising Stars Pitches: 20 NORDIC RISING STARS PITCHING IN THE ARENA Program & Receptions
2:00 PM	2:00 PM - 3:00 PM Presentation Room Company Presentations 3: BIOTECHNOLOGY & E-HEALTH Program & Receptions
2:30 PM	2:00 PM - 3:00 PM Plenary Room Super Session 2 – Vertical Life Science – How Convergence is Erasing Silos Program & Receptions
3:00 PM	3:00 PM - 4:00 PM Presentation Room Company Presentations 4: MEDICON VALLEY - THE REGION OF INNOVATION Program & Receptions
3:30 PM	3:00 PM - 4:00 PM Main Hall Coffee Break Program & Receptions
4:00 PM	3:00 PM - 4:00 PM Main Hall NLSDays Fireside Chat with Back Bay Life Science Advisors: WEATHERING THE STORM AND RIDING THROUGH Program & Receptions
4:30 PM	4:00 PM - 5:00 PM Plenary Room Super Session 3 – Vaccine Crosslinks: From Cancer to COVID Program & Receptions
5:00 PM	4:00 PM - 5:00 PM Presentation Room Company Presentations 5: CRO/CMO/CDMO Program & Receptions

How to Make the Most of It

Prepare
in
Advance

Leverage
the
Partnering
System

Keep
Requests
Personal

Know the
Meeting
Etiquette

Plan the
Follow-Up



Be Brave & Personalize: Introduce yourself & why you want to meet. Don't copy / paste.

Be Open: Some requests seem irrelevant, but you may be surprised. Also, it's okay to decline a request.

Be Humble: An individual's title might seem irrelevant or junior, but that can be deceiving.

Set the Expectations: 10% acceptance is normal. Investors & pharma get hundreds – so the more personal & the earlier the request, the more likely to get a positive.

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5-10 NON-confidential slides:

1. Purpose for the meeting
2. Brief Personal, Team & Company Intro
3. Unmet Need, Solution, Competition, Advantage
4. IP & Regulatory, Partnerships, Funding
5. Your needs

Knowing the Meeting Etiquette

Well-prepared & sustainable: Business cards but send info digitally

Action-Points: After a full day of meetings, you will forget your follow-up plan

Keep Time: Everyone has back-to-back meetings, so stay structured

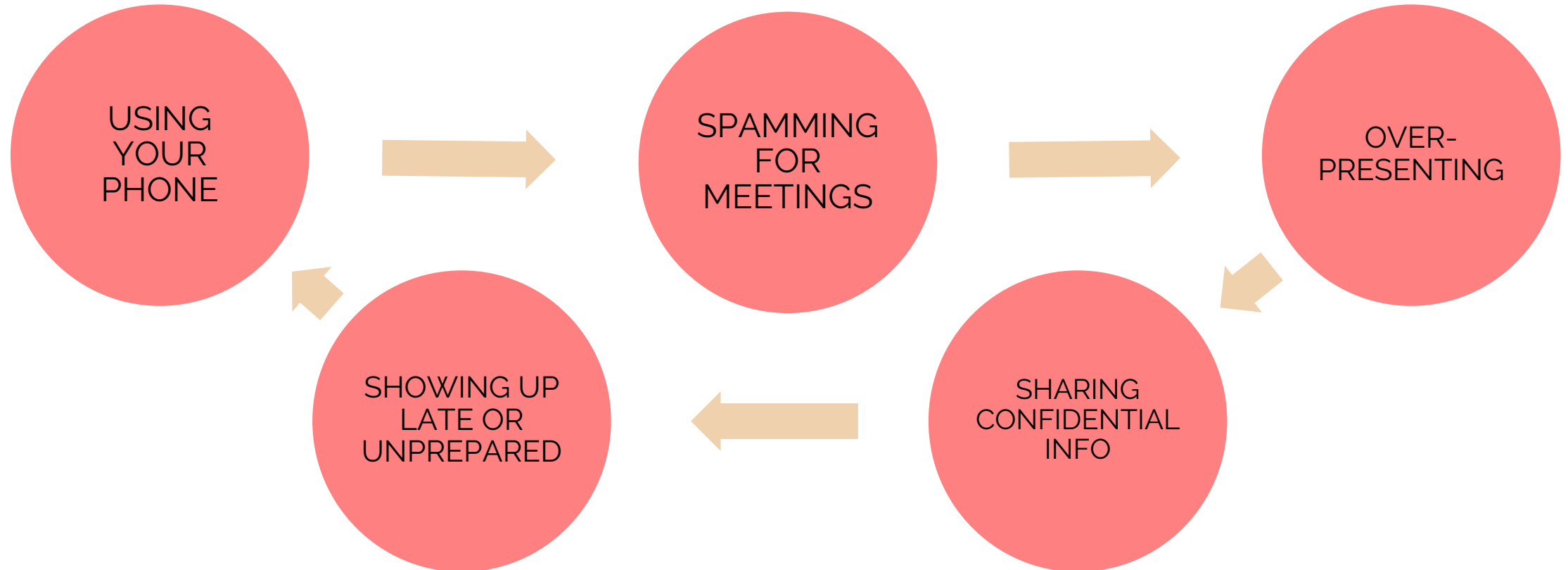
Success is a 2nd meeting, not a business deal on-site

Mutual intros *(5 min total)*

10 min presentation for both parties *(20 min total)*

Assess next steps *(5 min total)*

What to Avoid



Investor Project Team: Get in Touch!



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Thank you!



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