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| **Life%20Science%20Nation%20Doc/LSN/LSN%20Logo/LSN%20Banner%20Logo.png** | **Life%20Science%20Nation%20Doc/RESI/RESI%202014%20Sep/RESI%20Brochure/Gold%20Sponsors/Logo%20Venture%20Valuation.JPG** |
| **Fundraising Boot Camp** | **Deal & Product Valuations** |
| *Launching and Executing*  *a Fundraising Campaign* | *Learn what the key parameters are*  *and how to structure a licensing deal* |

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| **WHEN: 25 February 2020 09:00 - 12:00**  **WHERE: Bio-Technopark. Wagistrasse 25, Schlieren-Zurich** |
| In preparation for the second Redefining Early Stage Investments (RESI) conference to be held in Europe, Life Science Nation and Venture Valuation are offering Tech Hubs around Europe a Bootcamp addressing key topics for early-stage life science companies. |

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| **9:00-10:30         Fundraising Workshop Overview** | |
| **Presenters: Dennis Ford**, Founder and CEO, LSN; Creator of the RESI Conference Series; **Greg Mannix**, Vice President International Business Development, LSN  **Workshop Overview:**   * About Life Science Nation (LSN) and RESI * Raising Capital: The 3 Most Important Questions * The Changing Investor Landscape * Debunking the Top 10 Old Myths in Fundraising * Planning & Infrastructure for an Outbound Fundraising Campaign * Building Your Brand Through Consistent Messaging * Key Components of Fundraising Marketing Collateral | [https://files.constantcontact.com/794fd31f301/b22fc6a0-4de8-47e3-998e-75e804bb386b.png?a=1130747256462](https://lifesciencenationnewsletter.files.wordpress.com/2015/03/fundraising-manifesto.pdf)**[Click Here to Download](https://lifesciencenationnewsletter.files.wordpress.com/2015/03/fundraising-manifesto.pdf)**  **[Free Digital Copy](https://lifesciencenationnewsletter.files.wordpress.com/2015/03/fundraising-manifesto.pdf)** |
| **10:30-11:00       Coffee Break** | |
| **11:00-12:00         Valuation Workshop Overview** | |
| **Presenter:**  **Patrik Frei**, Founder & CEO, Venture Valuation  **Workshop Overview:**   * Calculate potential of a company or product and associated risks * Calculate and determine the right assumptions to structure a licensing deal * Key parameters of a licensing deal * Metrics of licensing deals | |
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| **12:00-14:00       One-on-one Office Hours -** companies that wish to have a 30-minute meeting with Dennis and Greg to discuss fundraising can book a time by contacting Joey Wong by email [j.wong@lifesciencenation.com](mailto:j.wong@lifesciencenation.com) | |

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