



BCIC  
**New Ventures**  
COMPETITION

# Making the Pitch

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May 13, 2017

# What we will review Today

1. What goes into a winning pitch
2. Refining and perfecting your pitch
  - Preparation
  - Presentation Structure
  - PowerPoint tips
3. Examples of winning content

A person is performing a deadlift in a gym. They are wearing a dark t-shirt and shorts, and are lifting a barbell with weights. In the background, a large crowd of people is watching the lift. The text is overlaid on the image.

**YOU EARN  
YOUR TROPHIES  
AT PRACTICE.  
YOU JUST PICK  
THEM UP AT  
COMPETITIONS.**

LIVINPALEO

# It all comes down to...

1. The People – have what it takes
2. The Market – has a high unmet need
3. The Technology – provides a unique solution

*...in that order or importance*

*How will your company be viable and  
deliver shareholder value*

# Where's the Exit?





# Organizing Content for the Pitch

12 Questions in Round 3

Market Scope  
Market Need  
Dist Channels (Flow)

The Product  
Intellectual Property  
Tech Development Stage  
The Competition  
Barriers to Competition

Technological Team  
Management Capacity

Business Plan Status  
Financial Position

# Preparation: 80% of the Win

- How well you present tells the NVBC Jury how...
  - CLEAR you are on the critical success factors
  - CONVINCING you are to stakeholders
  - INTERESTED investors will be in your venture
- Managing the Q&A is as important as the PITCH
- Know your audience

*The difference between first and second place is only 3%*  
*-Brian Tracy*

# Slide Structure

15 Minute Pitch, 25 Min Q&A

- Main Deck: 10 slides
  - The People: 1 or 2
  - The Market: 4 or 5
  - The Technology: 4 or 5
- First and Last Slide of the Main Deck
  - First Slide: Tell them what you are going to convince them of
  - Last Slide: Summarize the winning components of your venture
- Back-up Deck: 15-20 slides
  - Technical details/diagrams, Potential Risks/SWOT analysis
  - Next Steps, Deal Scenarios/Analogues, Assumptions
- Slide Format
  - Use as many images as possible
  - Maximum 6 major bullets per slide and 6 words per bullet



"People often  
complain about  
lack of time  
when the lack of  
direction is the  
real problem." Zig  
Ziglar

# Presentation Management

## Management of Time

- 1-2 minutes per slide
- Practice simplifying the complex
- Sticking to the time is critical
  - Clear thinkers are succinct and to the point
  - Professional, capable people respect time
  - You want your whole story to be delivered

## Who should be the Presenter

- The person who is leading the company

# Presentation Skills

- Proper Set-Up
- Using a Laser Pointer
- Have 1 printout of your presentation
- Slide navigation and keeping their attention
- Practice 20 times: and get feedback
  - Limits the number of “uhm’s”
  - Calms you down when you know it cold
  - Ensures you stay on time
- Presentation Tips
  - Dress well and make eye-contact
  - Make reference to Juror’s questions
  - Never get too relaxed

# Key Slides from the Augurex Winning Deck



# The People – Competency Checklist



SCIENTIFIC EXPERTISE	X
REAGENT KIT DEVELOPMENT	X
LICENSING & COLLABORATION	X
CAPITAL RAISING	X
LEGAL & IP MANAGEMENT	X
CLINICAL & REGULATORY	X
COMMERCIAL & FINANCIAL	X
INDUSTRY NETWORK	X

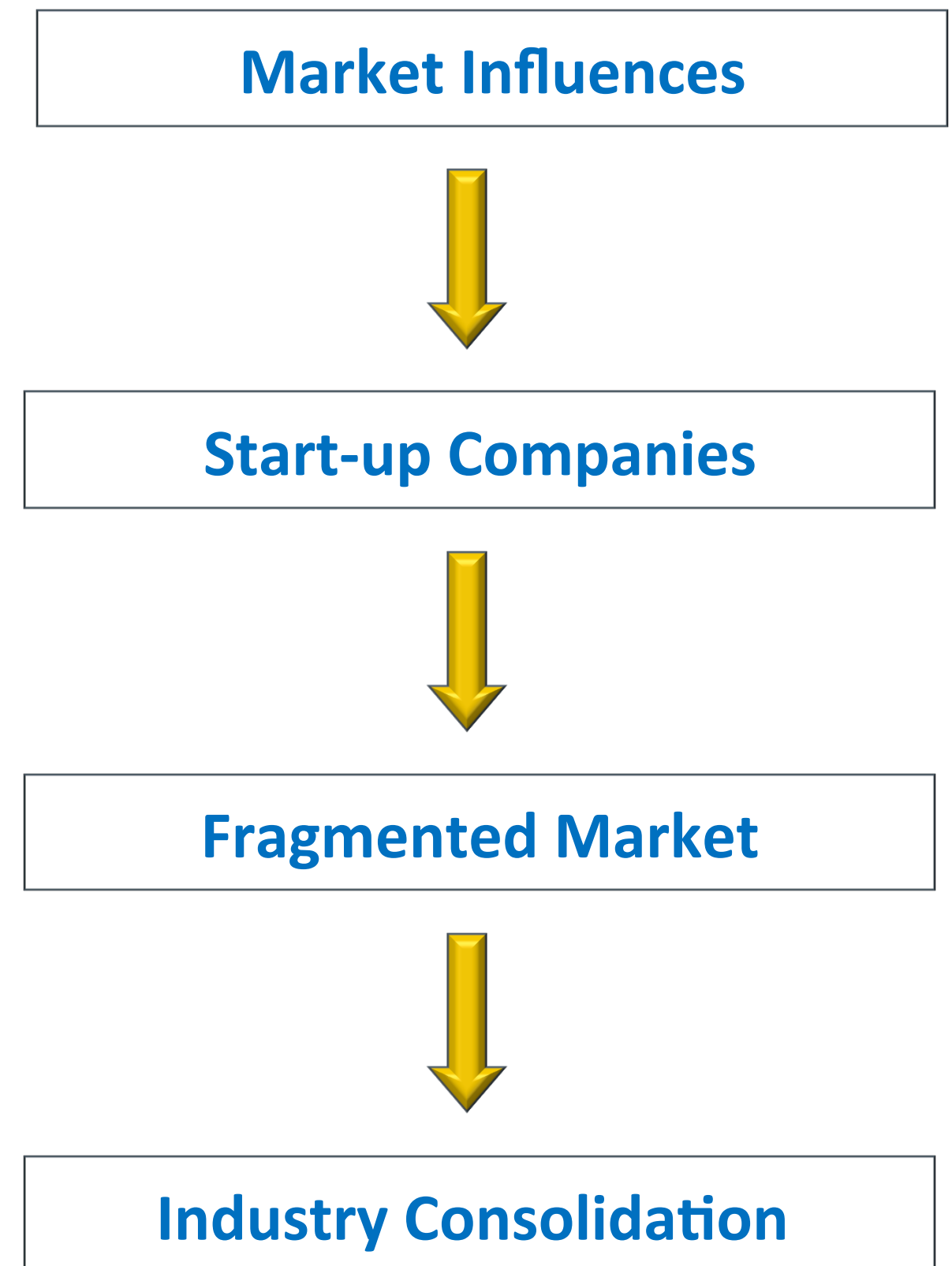
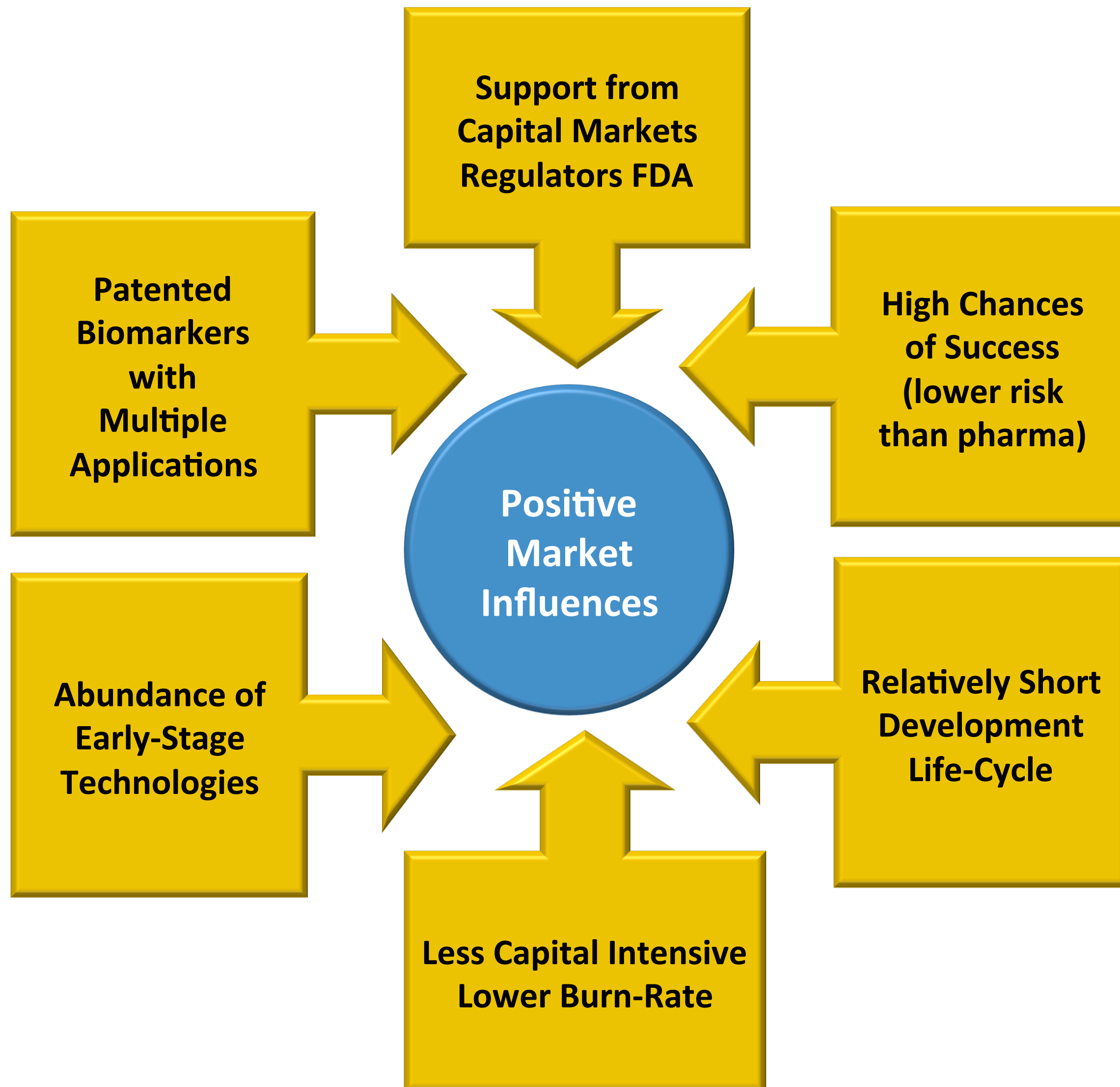
Management	<b>Norma Biln, BSc MBA</b> CEO and Co-founder
	<b>Anthony Marotta, PhD</b> CSO and Co-founder
Strategic Advisors	<b>Eric Adams, BSc MIBS</b> CEO and President, EnGene
	<b>Sage Baker, MBA</b> VP, IR & Corporate Communications, Aspreva
	<b>Robert Bryan, PhD</b> Former VP, Research & Development, ID Biomedical
	<b>Gardiner Smith, BA JD</b> Special Counsel, Bowles Rice McDavid Graff & Love

Advisor Agreements, Formal Time Commitment, Milestone Based Equity Compensation

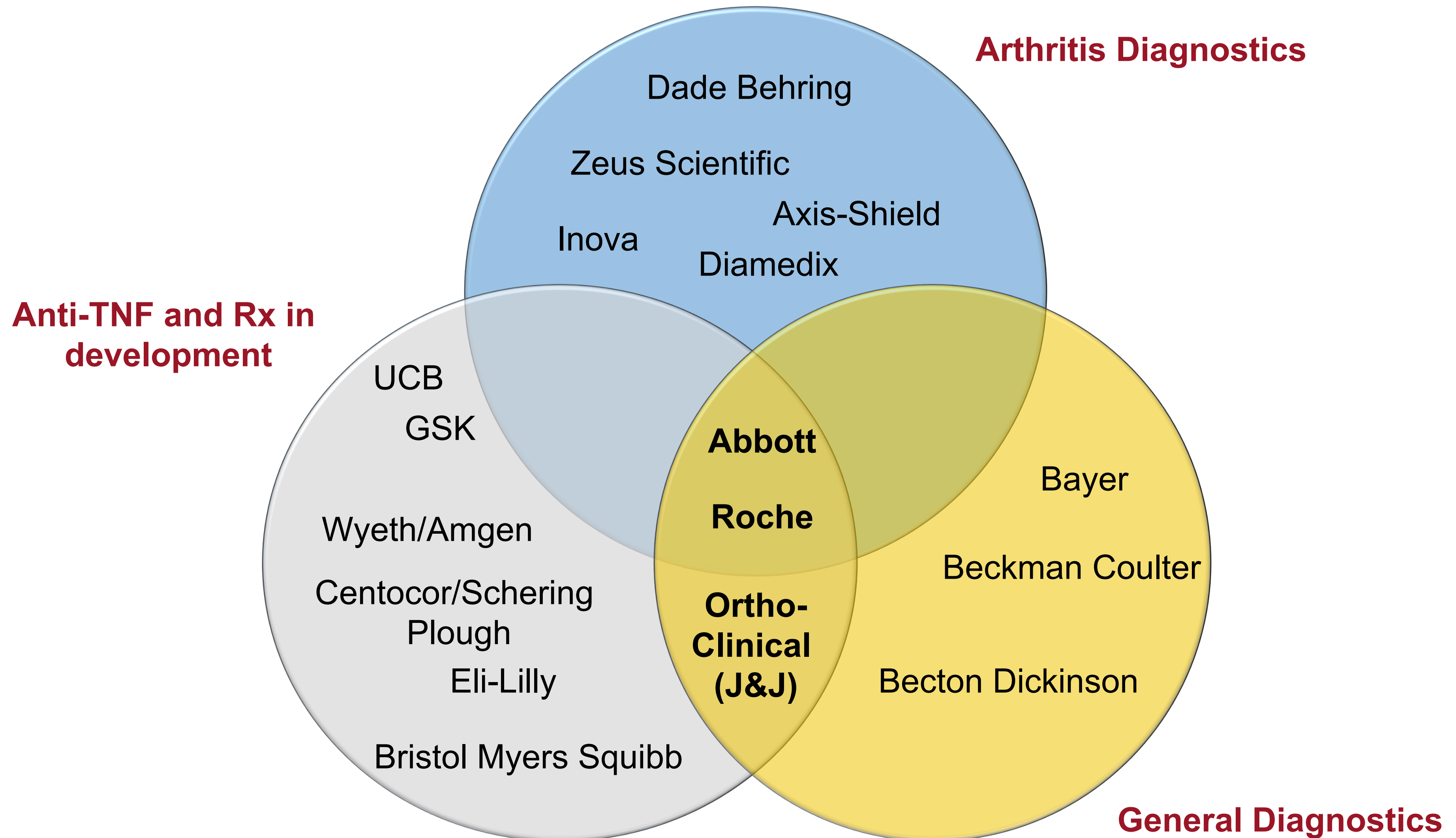


# The Biomarker Market

...in its infancy with high growth potential



# Potential Partners and Competitors



Source: FDA database and Datamonitor syndicated market reports

# Key Risks (Back Deck Slide)

- Technical Risks
  - Feasibility of Testing/Tool Development
  - Potential that larger sample size testing doesn't support current findings
- IP Risk
  - PCT Publishes in November
  - Potential blocking of FTO between now and then
- Statistical Risk
  - May require larger sample sizes to show significance along cohorts with additional data
- Commercial Risk
  - Current partner discussions may not solidify
- Financial Risk
  - Mitigating the above risks may require additional financing

# Deal Opportunity Size – 67X

Peak Year Sales (year 7)	\$892M
EBITDA (benchmark for NPV calc)	29%
Discount Rate	15%
Product NPV - Base Case	\$870M

Augurex Net Royalties	7%
Out-license deal NPV	\$202 M

If the Target Raise is \$1.5 M for 50% of the company and we do a \$202M deal, shareholders get \$101M which equates to a **67X** return

The greatest danger  
for most of us  
is not that our aim is  
too high  
and we miss it,  
but that it is  
too low  
and we reach it.

Michelangelo

