

How to create a successful Biotech Pitch Deck



About Me

Ali Ardakani, Managing Director & Founder

“I have made it my life-long mission to ensure promising life science inventions get access to the best possible advice, are developed properly and reach patients worldwide.”

— ALI ARDAKANI

- Novateur Ventures Inc. | Founder & Managing Director
- Life Sciences BC | Vice Chair
- OptigoBio | CEO
- Creative Destruction Lab | Associate
- adMare | Bioinnovation Scientist Advisory Committee
- Innovate Calgary | Expert Advisor





Overview



The Pitch Deck



The Problem



The Solution



The Market



The Competition



Development Plans



Intellectual Property



Revenue Model and Exit



Funding Ask & Use of Proceeds



The Team



Thank you and Q&A



Backup Slides



Why you need...

The Perfect Pitch Deck (now more important than ever)

- In a virtual world the essence of your company is in a pitch deck, pitching your company is like going on a first date
- Research your audience, know your audience as much as possible to be able to effectively deliver your pitch
- You need to get your audience engaged and excited
- Talk TO the audience not to the screen, be open for questions during the presentation
- Be authentic, be passionate, be transparent
- The investors are investing in YOU first, in YOUR TECHNOLOGY second



Before we talk about the content...

Let's talk about format

- Provide an executive summary at the beginning and/or end of your deck
- Keep it tailored to your audience, knowing your audience is key
- Keep the presentation tidy, stay focussed on the relevant information
- Avoid unnecessary spelling & grammatical errors
- Keep a consistent layout or theme based on your brand, less is more
- If you are presenting, practice your presentation and be aware of its duration



The Pitch Deck



Your Vision and Background Information

Questions to ask before making a pitch deck



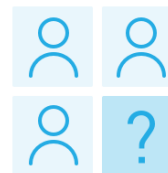
Why did you start the business? What's the story here? What's the problem?



How will you solve the problem with your solution? What's your plan?



What's your solution?



Who are you? Why should the investors believe that you are the team that can pull this off? Who there others you will need to bring along on this journey?

Elevator Pitch to grab your audience's attention

Present your main idea in a sentence; for instance “What if you could select and predict the responding cancer patients before you could treat” or “We are developing XYZ to solve ABC”?

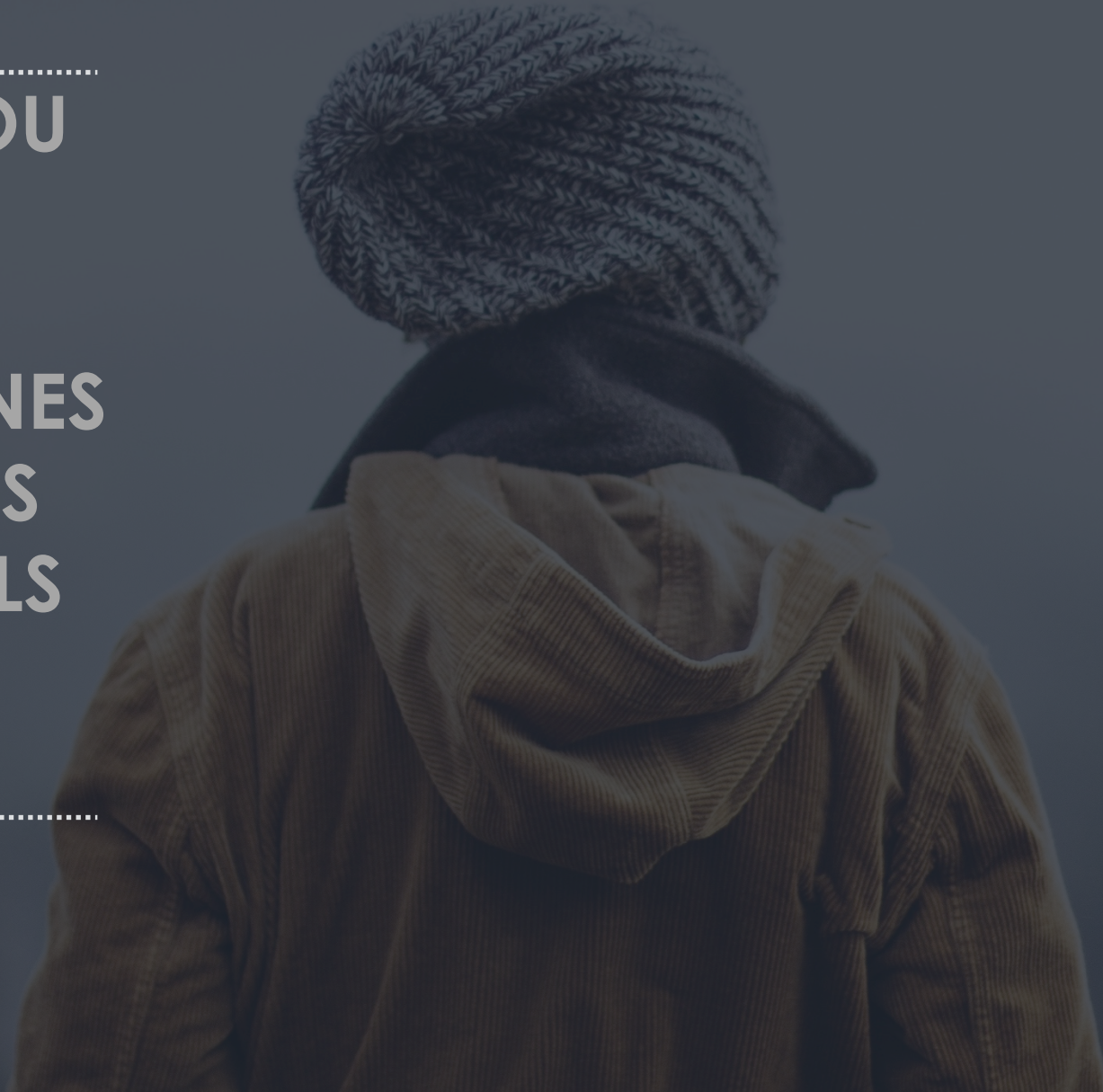
Define your problem or the unmet need that you are solving in a way that is grabbing the viewers attention emotionally and in a relatable manner.





WHAT IF YOU COULD
TREAT MOST BLINDING RETINAL DISEASES
WITH A SINGLE INJECTION?

.....
**WHAT IF YOU
COULD
EASILY
DELIVER GENES
& PROTEINS
INSIDE CELLS
TO CURE
DISEASE?**
.....



Empowering patients with health insights you can count on.

We make early disease detection possible, providing an affordable, accessible and easy to use solution for all physicians.

We are starting with the fatty liver disease crisis.

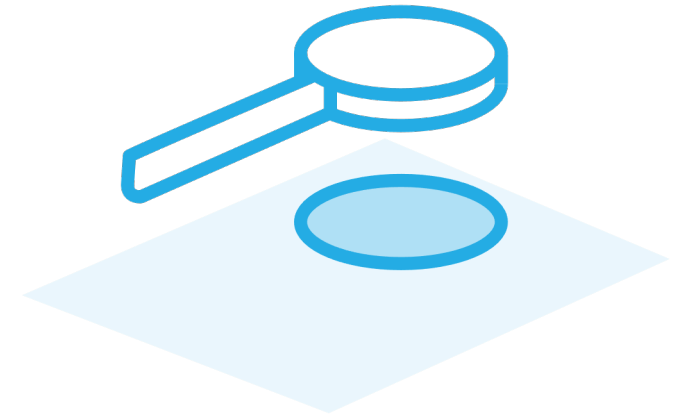
The Problem



The Problem

Present the problem you are trying to solve

- Explain the problem you are trying to solve in a way that appeals to a wider audience
- Where did your idea originate, why did you start your company
- What are other technologies lacking that have tried to solve this problem before?



Fatty Liver Disease in the U.S.

Key facts

Fastest growing and largest segment of chronic liver disease

Growth drivers: diabetes, obesity & sedentary lifestyle

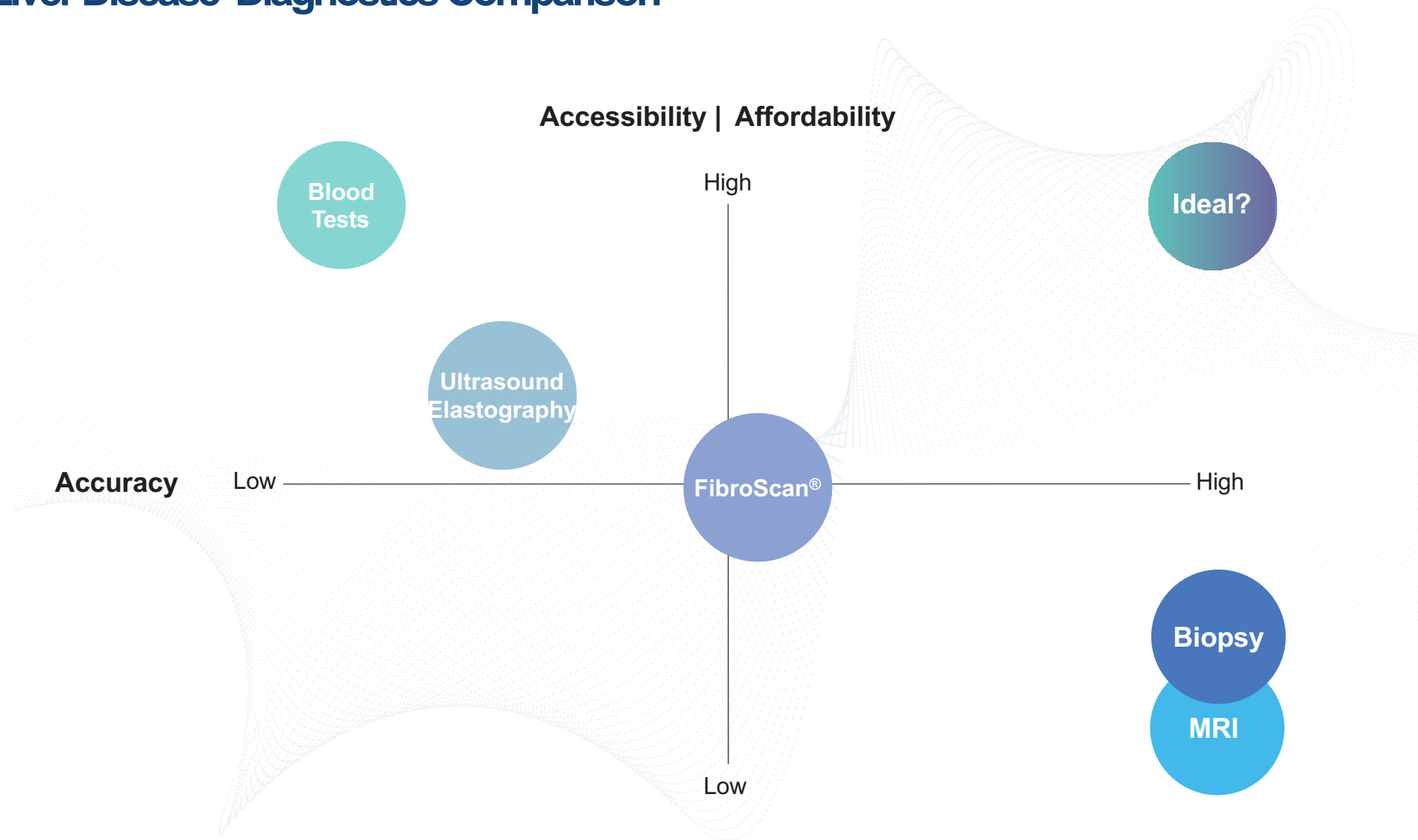
\$103B / year direct economic burden similar to diabetes & heart disease**

NASH drugs available late 2021, sales growing to **\$18.3B in 2026*****

By 2030, Americans:
100M with NAFLD
27M with NASH*

Today, NASH remains largely underdiagnosed

Fatty Liver Disease Diagnostics Comparison



Prostate Cancer Disease Landscape

PUBLIC HEALTH PROBLEM

- Prostate cancer is the 2nd most common cause of male cancer deaths
- Each year in the US, ~175,000 men are diagnosed with and ~33,000 die due to prostate cancer¹

LARGE MARKET

- Over \$7.5B in global sales generated in 2019 by leading anti-androgens, Zytiga[®] (abiraterone acetate), Xtandi[®] (enzalutamide) and Erleada (apalutamide).

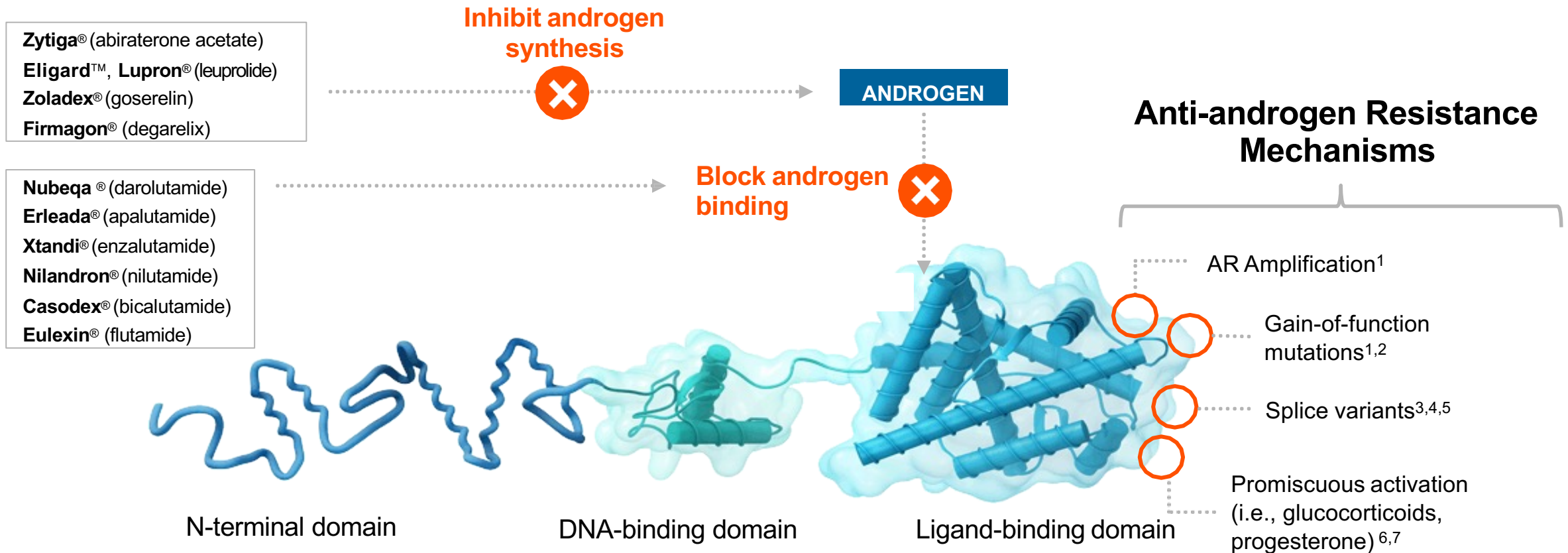
VALIDATED THERAPEUTIC TARGET

- Prostate cancer disease progression is associated with androgen receptor (AR) signaling.^{2,3,4}
- An estimated ~60% of mCRPC tumors post-Xtandi or Zytiga failure may still be AR-driven⁵

NEED FOR NEW THERAPEUTIC STRATEGIES

- Despite new therapies, mCRPC anti-androgen resistance is inevitable^{6,7}

Current Anti-Androgen Therapies Only Target the Androgen Receptor Ligand Binding Domain



Zytiga® (abiraterone acetate)
 Eligard™, Lupron® (leuprolide)
 Zoladex® (goserelin)
 Firmagon® (degarelix)

Nubeqa® (darolutamide)
 Erleada® (apalutamide)
 Xtandi® (enzalutamide)
 Nilandron® (nilutamide)
 Casodex® (bicalutamide)
 Eulexin® (flutamide)

- All current anti-androgens function through the ligand-binding domain of the androgen receptor
- Known anti-androgen resistance mechanisms develop at the ligand binding domain

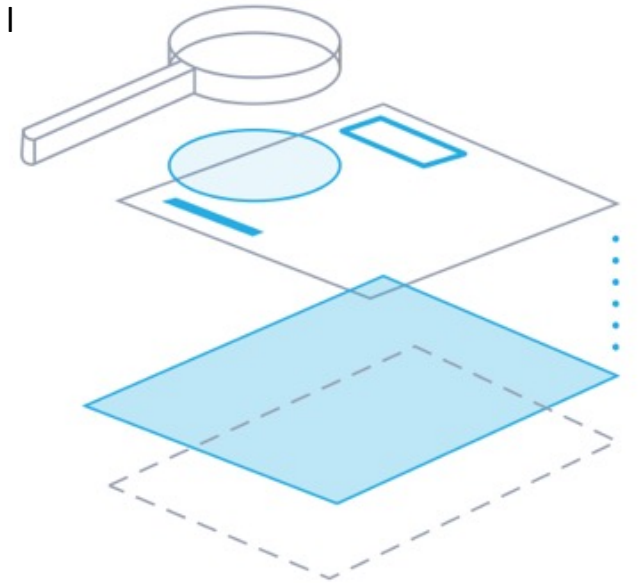
The Solution



The Solution

Present your solution

- How will your product solve this problem? Show your preclinical and or clinical value (or other data) and the current stage you are at
- Describe the science behind your solution/technology in a way that is comprehensive
- try to limit scientific jargon, simplify potentially confusing concepts (Disney Movie Example)
- Provide supporting data if possible of prototype testing etc. (more complex data can be included in a backup slide, keep this slide simple)



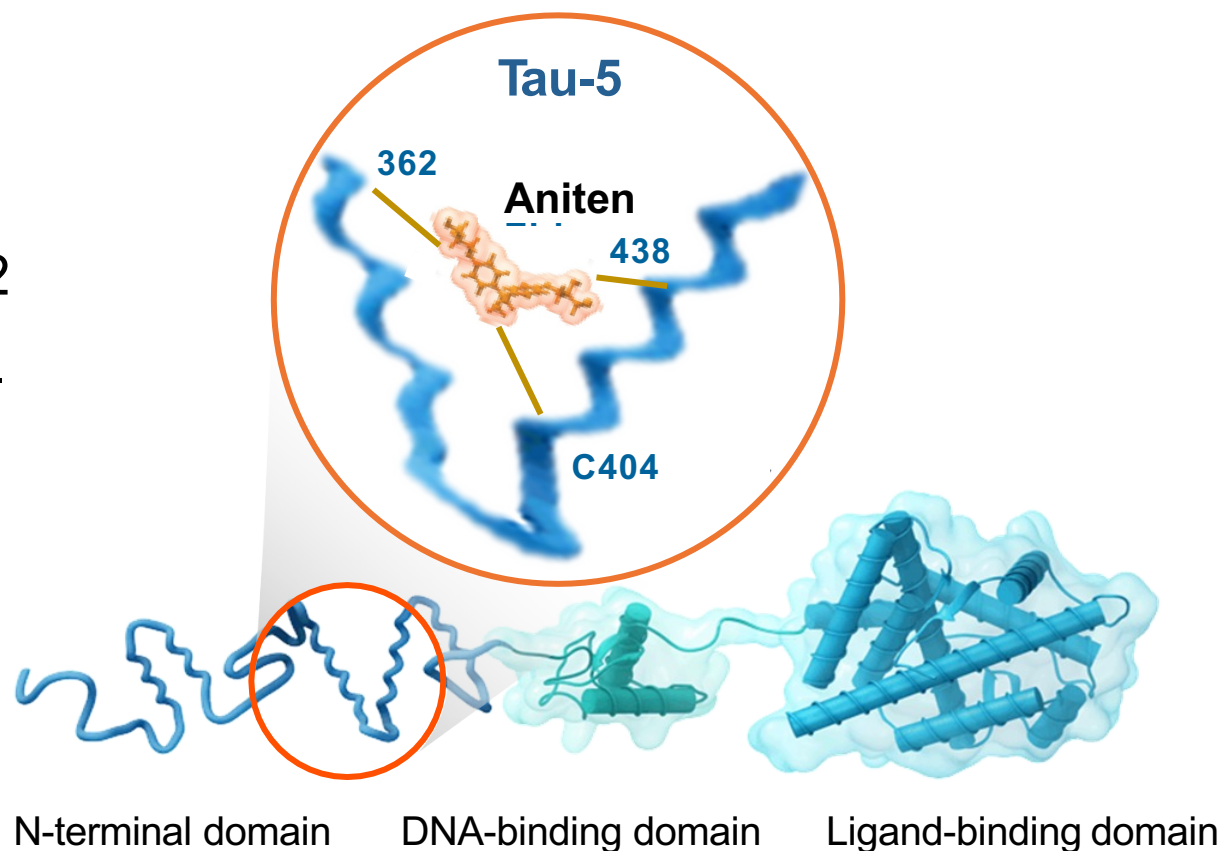
MRI Capabilities In Your Hand

Velacur™ the world's first handheld 3D assessment tool with diagnostic accuracy comparable to MRI

**FDA 510(k)
Cleared**
Chronic Liver Disease

Targeting the AR NTD: Novel Transcription Factor Inhibition of Androgen-Driven Prostate Cancer Biology

- Novel method of inhibiting the AR
- Binding formally demonstrated for EPI-001, the racemic form of EPI-002
 - Proposed binding of Anitens to the Tau-5 region of AF1¹
- Anitens active against multiple forms of AR:
 - Wild-type AR, LBD mutant AR, and splice-variant AR^{2,3,4}



Granted unique USAN drug stem of “Aniten” as an N-terminal inhibitor of AR

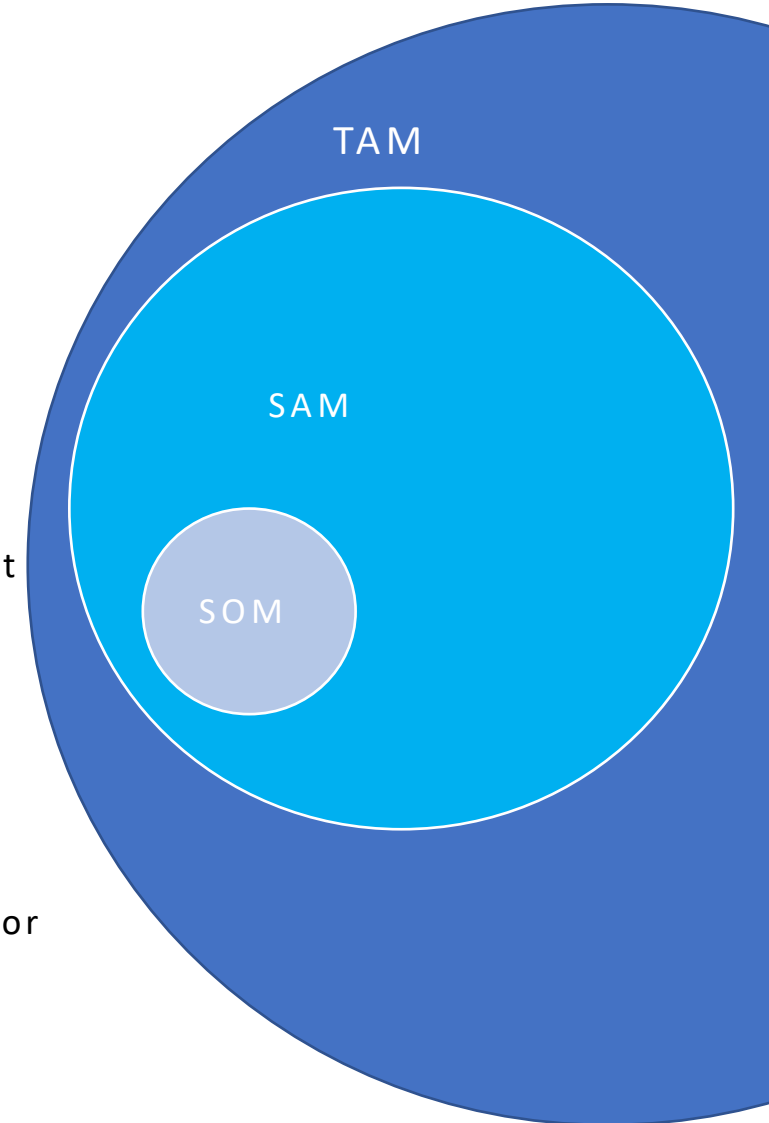
The Market



The Market

Address your market

- Present a realistic assessment of your target market
- This includes:
 - Total Addressable Market (TAM): the total revenue opportunity for your product
 - Serviceable Available Market (SAM): the portion of the addressable market you will be able to compete in
 - Serviceable Obtainable Market (SOM): The portion of SAM you can capture
- Charts can be more impressive than simple numbers, make use of these tools for effective visualization



Velacur™ The U.S. Market

100 Million People by 2030

NASH
27 Million*

1st Priority
33,000 Specialists**

NAFL
73 Million*

2nd Priority
209,000 Primary Care**

Market Potential

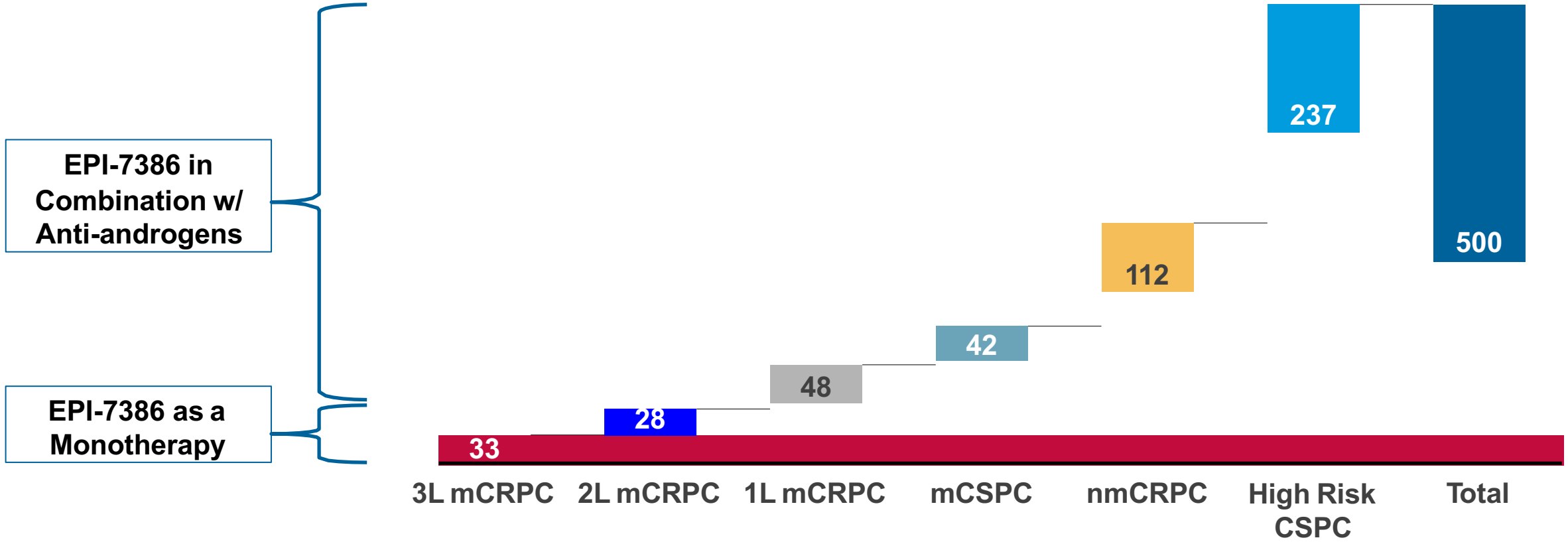
Diagnosis / Monitor
\$1.1B

Screen
\$1.0B

Total
\$2.1B

EPI-7386: US Prostate Cancer Market Opportunity is Large*

US Prostate Cancer Prevalence Estimated in 2020 by Stage of Disease* (in thousands)



Anti-androgens Approved or in a Pivotal P3 Study

- (▶ = Approved)
- (◆ = In P3 Study)



The Competition



The Competition

Give an overview of the competition




- Provide a list of current competitors and potential future competitors, list them even if they are major companies in the market
- List revenue of the competitors, and limits of current market
- Elaborate why now is the time to implement your solutions and what your advantages are
- Which partnerships will be needed to archive your goals, present the stage of these relationships
- Make use of visual aids, such as tables or graphs to visualize your data

	Your company/product	Competitor 1	Competitor 2
Criteria 1	✓	✗	✓
Criteria 2	✓	✓	✗
Criteria 3	✓	✗	?

DRUG DELIVERY - COMPETITIVE LANDSCAPE

	microdermics	Other Microneedles	Jet Injectors	Transdermal Patches
Precise & easy access to the skin	●	●	○	○
Flexible for existing and new applications	●	○	○	○
No need to reformulate API	●	●	●	○
Cost-effective at scale	●	○	○	●
Broad formulation capabilities (high volume, high viscosity, faster injections)	●	○	●	○

RP-3500: Potential 'best-in-class' ATR inhibitor

ADME parameter		AstraZeneca 	 BAYER	Merck Serono 	REPARE THERAPEUTICS RP-3500
		AZD6738	BAY1895344	M4344 (VX-803)	RP-3500
Potency	ATR Ki (nM)	0.06	3.8	2.9	0.02
	ATR Hela cell potency (IC ₅₀ , nM)	186	2	6	1
	Lovo cell viability (IC ₅₀ , nM)	377	27	86	22
	mTor selectivity ratio in Hela cells	6	20	29	23
	Kinase activity outside PIKK family	No	No	Yes	No
Metabolism	CYP inh (3A4, 2D6, 2C9, 1A2, 2C19)	all >30	12, 28, 12, >30, >30	17, >30, >30, >30, >30	all >30
	Liver microsomes: rat, dog, human Cl _{int} (μL/min/mg)	<11.6, <11.6, <11.6	16, 35, 8.6	-	77, 7.0, 8.0
	Hepatocytes: rat, dog, human Cl _{int} (μL/min/10 ⁶ cells)	<2.9, na, <2.9	<2.9, na, <2.9	<2.9, <2.9, <2.9	17.3, <1.0, 1.5

RP-3500 profile offer the potential for:

- Increased potency
- Improved/similar selectivity
- Favorable pre-clinical PK profile
- Low potential for clinical drug-drug interactions

Potential to be best-in-class ATRi*

* RP-3500 has not been assessed in head-to-head preclinical studies with AZD6738 or M4344

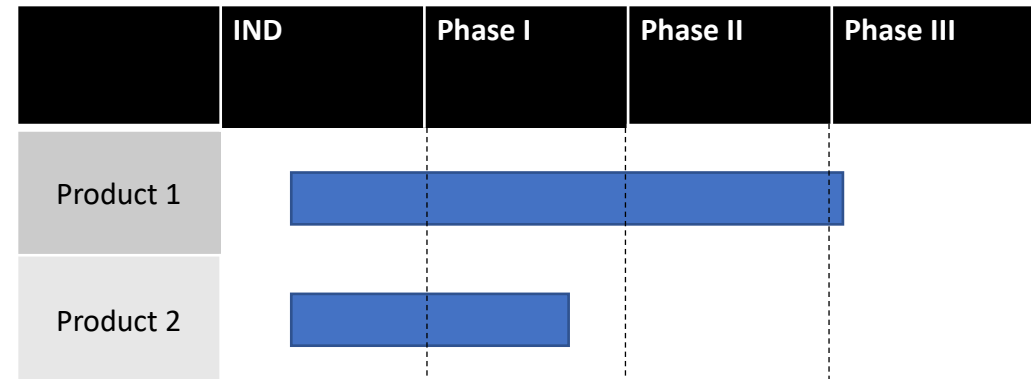
Development Plans



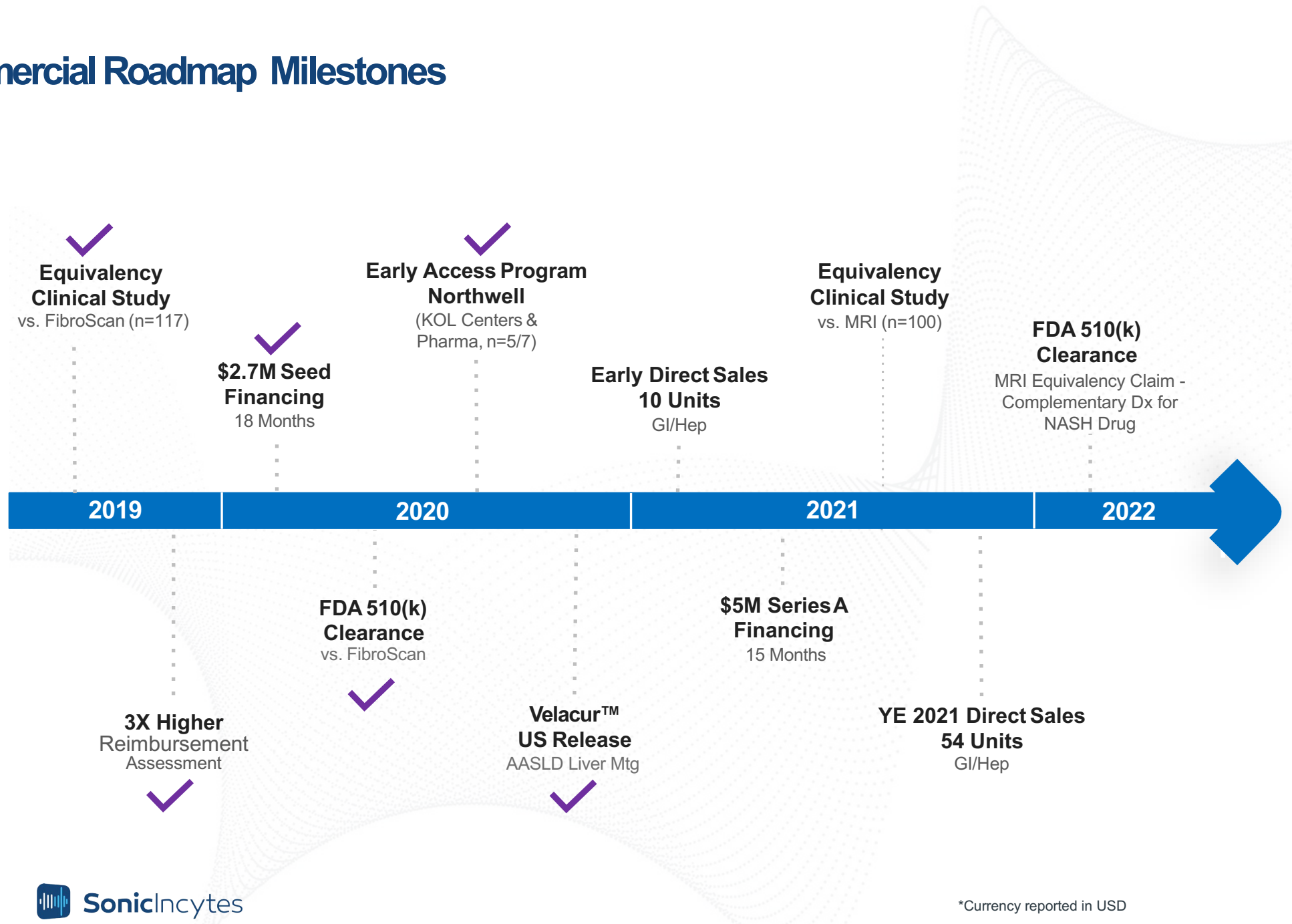
Development Plan

Present the regulatory and clinical pathway of your products

- Showcase milestones you have passed as well as future milestones in a comprehensive way such as GANTT charts
- Make clear what you will need to achieve your regulatory and clinical goals
- Show awareness for potential hurdles
- Indicate opportunities or proof for reimbursement opportunities if possible



Commercial Roadmap Milestones



Intellectual Property



Intellectual Property

Present your Intellectual Property

- Be clear about the origin and status of your IP
- Present your patents, licences etc. as well as patent applications and their scope
- If some patents are still pending, give an updated regarding their progress
- Include a summary of milestones and royalties owed
- Make use of charts if you would like to show your milestones or progress as well as estimated timelines
- This is important to proof your freedom to operate

	Filing Date	PCT Date	Countries Filed	Countries Issued
Patent Family 1				
Patent Family 2				

Voclosporin: Robust Intellectual Property

- Composition of Matter protection for voclosporin in the U.S. is anticipated until at least
- October 2027 under the Hatch-Waxman Act and comparable laws in other countries



- United States Patent and Trademark Office (“USPTO”) granted in May 2019 for the novel voclosporin dosing protocol based on patient specific pharmacodynamic parameters (#10,286,036)
- Patent provides protection up to **December 2037** contingent upon product approval and corresponding label

*Similar coverage periods are assumed for the CoM patents in Europe & Japan, the Methods patents have been filed under PCT and will be examined in due course

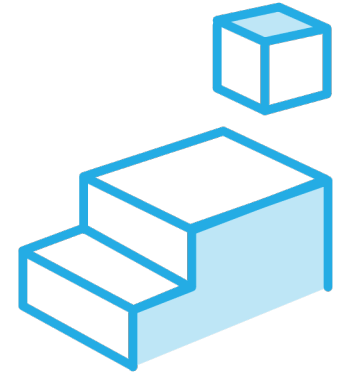
Revenue Model and Exit



Revenue Model and Exit

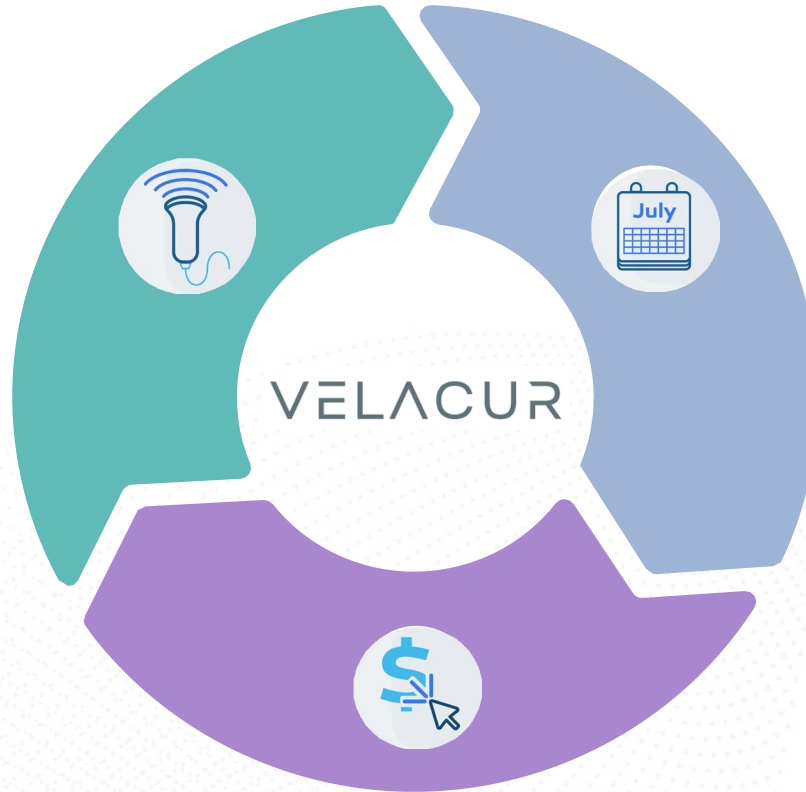
Present your revenue model and exit strategies

- Include your budget and projections (5 year pro-forma projection)
- Include a visual aid such as charts or diagrams for your long term plan
- Present your revenue model and customer acquisition strategies
- Present your plans for commercialisation clearly as well as realistic exit scenarios
- Present how you will create value for the investor



Velacur™ Revenue Model

Stream 1
Setup Fee
Hardware Installation & Training
(\$30,000)



Stream 2
Monthly Subscription, Recurring
Software License Per Practice
36 Month Commitment
(\$1,000)

Stream 3
Pay-per-Scan, Recurring
Consumable Per Scan
(10% of Procedure Fee = \$4-11)

Velacur™ ROI vs. FibroScan – Initial U.S. Hepatology/GI Market

Average Practice

100 Liver Scans / Month

Upfront Cost

Reimbursement*

Annual Net Revenue

ROI Time in Months

Sonic Incytes / Echosens

Annual Recurring Revenue (ARR)

Target Market**

Served Market**

Velacur™ FibroScan®
(Echosens)

Upfront Cost	\$30,000	\$120,000
Reimbursement*	\$110	\$40
Annual Net Revenue	\$93,100	\$38,000
ROI Time in Months	4	38

Annual Recurring Revenue (ARR)	\$25,200	\$8,500
Target Market**	GI 13,000	Hepatology 1,000
Served Market**	Specialties 20,000	-

*CMS Physician Fee Schedule = Global Rate, Non-facility
**Physician Segment & No. Practitioners

Funding Ask & Use of Proceeds



Funding Ask and Use of Proceeds

Present what you are asking for in regards to funding

- Present funding history and what it was used for
- Show clearly what future funding will be used for
- Present any plans for clinical trials or milestones you would like to reach through the funding



Financing: Use of Proceeds (Development 2019 – Q2 20)

SUMMARY

PROGRAM	EST. COST USD
AP-001	\$13.40 mm
AP-001M	\$1.05 mm
AP-002	\$7.85 mm
Corporate*	\$2.70 mm
TOTAL	\$25.00 mm

FINANCING DELIVERABLES

AP-001 Cervical-HSIL	DELIVERABLE
	Initiation & Completion of Adaptive Design Phase 3 PART 1 (4 arms; 160 patients)
	Determination of optimal dose & schedule to lead into PART 2 of Phase 3

Line Extension AP-001M For use in males	DELIVERABLE
	Formulation development & manufacturing
	Completion non-GLP preclinical studies

AP-002 HCM & SRE	DELIVERABLE
	Initiation & completion of HCM Phase 1 (25 patients); Initial clinical PoC for HCM; Determination of optimal dose for HCM to lead into HCM Phase 2/3 trial
	Initiation & completion of SRE Phase 1 (25 patients); Determination optimal dose for SRE to lead into SRE Phase 2

* G&A including Management, Patents, Legal, Finance & BD

The Team



The Team and the Vision

Introduce the Team

- Present team members, advisors, investors, partners that are key to the success of the company
- Make clear what makes your team unique, which additions to the team might be useful, address gaps if necessary and how you will address them
- Add any credentials or experience that can increase your credibility such as degrees, work experience or products they have successfully helped develop



Keep it short and simple, investors know a good team when they see it.

Sonic Incytes

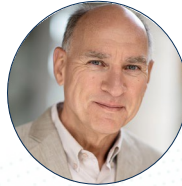
An Accomplished Team

Leadership Team



George Aliphtiras, CEO

Founder and Former CEO
BioMers



Dr. Tim Salcudean
Co-founder and CTO

University of British Columbia
Professor, Laszlo Chair in
Ultrasound and Robotics



Dr. Robert Rohling
Co-founder and CSO

University of British Columbia
Professor, ICICS Director in
Ultrasound and AI



Joseph Lee, CFO

Former CFO, TerraMera



Brian Stachniak
Director of Product

Former Manager
McKesson Imaging



Jeffrey Haar
Director of Sales

Former National Sales Manager
Diversatek Health (GI Distributor)
Echosens (FibroScan)

Board of Directors

Dr. Kenneth Moritsugu

Former US Deputy Surgeon General
Rear Admiral US Public Health Service

Dr. Chris Nguan

Urologist
Head Kidney Transplant
Vancouver Coastal Health

Daniel Cordingley

Founder and Former CEO
Teradici

Natalie Dakers

Founder and Former CEO
Accel-Rx and CDRD

Experienced Management Team



David R. Parkinson, MD
President & Chief Executive Officer



Peter Virsik, MS, MBA
EVP & Chief Operating Officer



David S. Wood, MBA, CPA, CMA
Chief Financial Officer



Alessandra Cesano, MD
Chief Medical Officer



Thank you slide and Q&A

Don't forget: Be authentic, be passionate, be transparent



Backup Slides



Backup Slides

You can add backup slides to your pitch deck for more detailed questions

- You can include more detailed data here
- Important publications regarding your products/company
- Information about comparable technology
- Manufacturing information
- Detailed timelines
- More technical information



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Thank you, any questions?

Advancing Life Sciences and Healthcare

Contact us at solutions@novateur.org

Visit: www.novateur.ca

