**APPLICATION TO PRESENT**

The format for the presentations: 10min presentation, followed by 10min of Q&A, and feedback

Please follow the instructions below to submit your application:

1. Please fill out all relevant information in the application below. The more information you provide, the better we can evaluate your application. HOWEVER, PLEASE DO NOT PROVIDE US WITH ANY INFORMATION WHICH YOU REGARD AS CONFIDENTIAL. While we intend to treat your information with discretion, we will not accept any responsibility or liability for disclosures of your information made to third parties, so please make sure to only send us what you intend to share openly.
2. The purpose of this event is to provide constructive feedback on your business strategy, viability of your business model and your pitch. However, although we assume there will be some rough patches in your presentation, we do expect that there will be at least the outlines of a thoughtful business plan so please complete the form below.

Further we need to see a draft of your pitch. Remember that the pitch should not be more than 10 minutes, although you should have answers prepared for questions which may go beyond the specific information you present. We strongly suggest that your pitch address the following topics, as outlined below, and preferably in the following order:

* 1. Name of company with contact information
  2. Intro – in plain English, describe your company’s value proposition
  3. Describe the problem you are trying to solve/market opportunity
  4. Describe your solution, especially features & benefits (you can also show a demo)
  5. Provide description and realistic size of the market addressed by your solution
  6. Who is the competition and what are your solution’s competitive advantages?
  7. How do you plan to market the product, how will you get regulatory approval, and how will you make money?
  8. Who are your management team, and supporters (advisors, boards, etc.), and the skills they bring to the business
  9. Timeline/milestones moving forward and accomplishments to date
  10. Greatest risks and challenges you anticipate

1. When you have completed the application, please save it under another name, and make sure to include your company name in the file name.
2. Please send application and pitch deck to [davidsingh@obio.ca](mailto:davidsingh@obio.ca) by 5pm Tuesday May 6th. You will be informed if you will be selected to pitch by May 16th.

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| 1. Name of company (plus website – if any) |  |
| 1. Name of main contact (name, title, phone(s) & email) |  |
| 1. Location of company (if virtual, location of main contact) |  |
| 1. Start-up incorporation date |  |
| 1. If raising money – how much money is being raised |  |
| 1. Describe non-dilutive or grant funding already received or applied for |  |
| 1. Describe the company’s product or service (one sentence) |  |
| 1. What is the market need for the company’s product/service (one sentence) |  |
| 1. Is this a single product/service or a platform |  |
| 1. If the company has developed a platform, what is the first product/service to be marketed commercially |  |
| 1. What is/are your main competitive advantage(s)? |  |
| 1. If already selling – annual $ sales and number of customers |  |
| 1. Total addressable market (if platform – for first product only) |  |
| 1. Current development stage (of first product/service) |  |
| 1. Sales and Go-to-Market Strategy |  |
| 1. Describe status and scope of patent protection, if any (number of applications, nature of claims, when filed/granted) |  |
| 1. Briefly describe how product/device will be manufactured |  |
| 1. Current & anticipated alliance partners (specifics) |  |
| 1. FDA strategy, time to approval of optimal use, and approval pathway |  |
| 1. Time to reach major inflection point |  |
| 1. Describe major inflection point – in words and $s (e.g., exit, license…) |  |
| 1. Key beneficiary(ies) (in addition to patients, who benefits the most – financially and otherwise – from your product/service, e.g., hospitals – if product reduces/eliminates hospital never events) |  |
| 1. Reimbursement strategy (one sentence) |  |
| 1. Endorsement(s)/key supporters (specific names) |  |
| 1. Professional advisors (specific names) |  |
| 1. Please indicate at least one significant publication that you believe supports your technology (be specific, if possible, please attach to submission) |  |
| 1. How can investors lose their money? What are the biggest risks (competitive, regulatory, technical, etc.) standing between the company and successful commercialization and exit? |  |
| 1. Anticipated use of funds from this point forward |  |
| 1. How did you hear of 1st Pitch Life Science? (eg. from a particular person, LinkedIn discussion, email from my technology transfer/university biotech club/1st Pitch/etc, Twitter, 1stpitchlifescience.com, etc.) |  |