

Fundraising Boot Camp

Launching and Executing
a Fundraising Campaign

Deal & Product Valuations

Learn what the key parameters are
and how to structure a licensing deal

WHEN: 28 February, 09:00 - 12:30

WHERE: Conference Center Technology Park
Im Neuenheimer Feld 582, 69120 Heidelberg, Germany

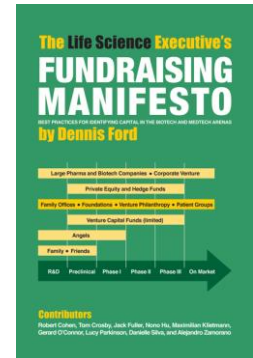
In preparation for the first Redefining Early Stage Investments (RESI) conference to be held in Europe, Life Science Nation and Venture Valuation are offering Tech Hubs around Europe a Bootcamp addressing key topics for early-stage life science companies.

9:00 - 10:30 Workshop: Fundraising Boot Camp for Life Science Startups

Presenter: Dennis Ford, Founder and CEO, LSN; Creator of the RESI Conference Series; Author of *The Life Science Executive's Fundraising Manifesto*

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



10:30 – 11:00 Coffee Break

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Free Digital Copy](#)

11:00 -12:30 Workshop: Deal and Product Valuations

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

FREE

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