

Controlling the Debate

Best Practices for Approaching the US Market for Investment and Partnering in the Post-Pandemic Era

Medicon Valley Alliance Annual Meeting November 2021



Jonathan P Gertler MD

CEO and Managing Partner

Back Bay Life Science Advisors,

Managing Director Bioventures MedTech Funds

THE ESSENTIALS OF CROSS BORDER DEAL MAKING- FINANCING

Funding is as strategic as development

US VS. EU DYNAMICS

- Logistics
- Funding size
- Funding philosophy
- Governance expectations
- Investment vehicle, valuation methodologies
- Communication

INITIATING THE ROUND/IPO

- How best to position your offering
- Who reaches out on private rounds: (CEO vs Board vs intermediary)
- Balancing competitive tension with “overkill”
- Mezz rounds/direct IPO/dual listings

DECK/PRESENTATION IMPERATIVES

- Summary
- Investment thesis
- Differentiation
- Strategic direction
- Management/BOD/SAB
- Use of Proceeds
- Exit expectations

THE ESSENTIALS OF CROSS BORDER LICENSING PARTNERING AND M&A

Deal Making with US partners

PARTNER DYNAMICS

- Logistics
- Finding the champion
 - R&D vs Commercial
- Regional vs. global
- Structure and valuation methodologies

INITIATING CONTACT

- How best to position your offering
- Who reaches out and when (CEO vs BD vs. Board vs intermediary)
- Balancing competitive tension with “overkill”

DILIGENCE IMPERATIVES

- Indication target(s)
- Differentiation
- Strategic direction
- IP and preexisting licenses
- Lead vs secondary asset decision
- Regulatory preparation



CONNECT WITH BACK BAY LIFE SCIENCE ADVISORS



SIGN UP FOR OUR LIFE SCIENCE UPDATES: info@bblsa.com



SUBSCRIBE TO OUR INDUSTRY PODCAST: <https://www.bblsa.com/podcasts>



FOLLOW US: <https://www.linkedin.com/company/back-bay-life-science-advisors>



JOIN US AT A LIFE SCIENCES EVENT: <https://www.bblsa.com/upcoming-events>

CONTACT

jgertler@bblsa.com

jgertler@bioventuresinvestors.com