

ACS Webinars™

We will start momentarily at 2pm ET



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Upcoming ACS Webinars™

Register for a great lineup of ACS Webinars™ in July & August!

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July 22 - “Living with Vertigo: An Entrepreneurial Story in the Chemical Industry” with Brian Morin, Founder, Innegrity, LLC.



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Got Questions?

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ACS WEBINARS™ *Venture Capital Talk: How to Sell Your Science & Get Investors*



Speaker: David Porter
Apposite Capital



Moderator: Ken Polk
ACS TechCatalyst

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David Porter
Managing Partner
Apposite Capital LLP

VC Talk: How to Sell Your Science & Get Investors

ACS Webinar 15 July 2010

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David Porter – Managing Partner



- ❑ Over 30 years experience in private equity and investment banking
- ❑ **14 years in Private Equity**
 - ❑ Initially worked with Guy Hands (Founder of Terra Firma) at Nomura on major LBOs including Angel Train Contracts and Married Quarters Estate (now Annington Homes) – (1994 – 1996)
 - ❑ Founded and headed Nomura's healthcare investment and corporate finance groups - 1st Quartile Life Science returns (1997– 2001)
 - ❑ Head of Private Equity (Sole founder of Nomura Phase 4 Ventures) - (2001 – 2005)
 - ❑ Founder of Apposite Capital (2006)
- ❑ **Experienced Fund Manager and CEO**
 - ❑ Head of Treasury and Investments at Municipal Mutual Insurance and Prosperity Life - Top Micropal manager for 3 way pension fund over 5 years while
 - ❑ CEO of CLF Municipal Bank (now part of Dexia) a UK authorised bank for 4 years
- ❑ **Participant in a myriad of well-established industry bodies**
 - ❑ Former member of Bioscience Innovation and Growth Finance Team, Myner's DTI group on pre-emption, UK Department of Health Reform reference group and UK government efficiency review on social care
 - ❑ Former board member of BioIndustry Association ("BIA") – Chairman BIA audit committee – BIA FAC member
 - ❑ Named as one of the most influential people in UK healthcare as a HealthInvestor Power Fifty member
- ❑ **Chemistry with biochemistry option at Oxford, UK**

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Overview – A new dimension in private investment

- ❑ **Only small mid-market fund of its kind in Europe**
 - ❑ Single sector fund designed to maximise upsides from the healthcare industry - Life Sciences and Healthcare Services
 - ❑ A balanced fund covering all stages of financings (venture, development, growth, small buyouts)
 - ❑ Talented team of entrepreneurs, VCs and bankers with a proven track record
 - ❑ Unique access to Japan, the second largest drug market
- ❑ **Apposite Primary Healthcare Fund**
 - ❑ US\$200m fund
 - ❑ 8 investments already made in the US and Europe
- ❑ **Also acquires and manages direct secondary investments in Healthcare on an opportunistic basis**
 - ❑ Acquisition of a portfolio of 9 US medtech and other healthcare companies
- ❑ **Created in 2006, headquartered in London, UK with a presence in the US**

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- ❑ Science always needs lots of cash to develop it
 - ❑ Often very large amounts of cash over many years
 - ❑ Therefore a critical success factor is raising cash
 - ❑ But it is difficult because of the risk of project failure and a mismatch between investors and scientists

- ❑ You need to persuade investors – key points are

- ❑ Assess whether you have a financeable management team
 - ❑ Do you have the bases covered (team needs to grow with the company)
 - ❑ Track record of team (commercial) – add people to get it
 - ❑ The appropriate team changes with the stage of the company
 - ❑ Founders are often not good long term CEOs

- ❑ Overall credibility
 - ❑ Get a third party to assess this

- ❑ Know your subject
 - ❑ Competitors globally
 - ❑ Market size
 - ❑ Do not assume the investor does not know your subject

- ❑ Without good management to execute the plan to commercialize the product there is no return

- Check your vocabulary
- Practice presenting to non scientists
- Have 2 presentations – science based and layman's

- Assess the real value in dollars
- Not the life saving value but the cash value
- Get help if you are not sure you can do this convincingly

- Statements like “this will cure disease X” are far less compelling than “this drug will have a peak sales of \$500m because of the patient population and there are no competitors in the market”

- Remember it is all about selling your investment proposition not educating investors

APPOSITE Know your audience and where to look for money and where not to
CAPITAL LLP

- Ask your audience if they are scientists
 - How much time they have got and what they are most interested in

- Find out where similar projects to yours got funded
 - Friends and family
 - Angels
 - Charities
 - VCs
 - Government

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Q&A SESSION

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