

## Pre-Landing Program 2020 | AGENDA

DATE	TIME	TITLE	DESCRIPTION
	3:00pm-4:00pm CET	Welcome by ACTION Innovation Network - Incubator landscape	Introduction about ACTION Innovation Network member incubators. Companies will learn about the innovation-support centers in Massachusetts and how they can contribute to companies' success as strategic partners for their landing in US.
Sept 8th	4:00pm-5:30pm CET	The Power of your Marketing Collateral for Fundraising	Get the attention of the investors you want to connect with and land that first meeting or call. Make your Branding and Messaging as compelling as possible from an investor perspective. This session includes an outline of "must haves" and some real-life examples of successful pitch decks, executive summaries, etc.
	5:45pm-7:00pm CET	Preparation for Digital RESI	How to get plenty of meetings with the right investors for you on Sept 21st. Prepare yourself for that day.
Sept 9th	3:00pm-4:30pm CET	Strategy to raise funds in the US	Learn how US investors think. Learn more about their business and their decision making process, so you can have the right discussions and emphasise the most important things for them. Define your strategy to raise funds in the US accordingly.
	4:30pm-6:00pm CET	Pitch to US investors workshop	Principles and process to make startups excel at creating and delivering the pitch (the core story is more than just the investor deck and elevator pitch).
Sept 21st	Whole day	<b>Meet Investors!</b>	Participate in Digital RESI and meet investors, previously matched with your company profile, in one on one meetings, through videoconference.
	2:30pm-3:30pm CET	Overview of Life Sciences innovation ecosystem - by Mass Life Sciences Center	Meet Massachusetts's Life Sciences key clusters. Learn why Boston is the world's leading life sciences ecosystem and how your business can take the most out of this supercluster.
Sept 28th	3:30pm-4:30pm CET	Healthcare system and go to market strategy	Learn about the role of the main stakeholders in the US healthcare system, how reimbursement works, and how to develop the right value propositions for each of them.
	4:30pm-6:30pm CET	Office hours with experts	Companies meet industry & business experts in 25min meetings to receive feedback and advice about specific aspects of their strategy (e.g. FDA regulation, clinical trials, reimbursement, hypotheses validation, road to market etc).
	3:00pm-4:00pm CET	Legal Insights on How to Prepare your Company to Establish in the US	Understand how to establish a US business presence: Types of investible entities & Delaware Flip
Sept 29th	4:00pm-5:30pm CET	FDA regulation	Learn about Health industry regulation in the US
	5:30pm-6:30pm CET	Sectoral expert talks	Meeting with a relevant stakeholder, to be selected depending on the interests of the cohort
Oct-Nov-Des		Introductions to Mass innovation stakeholders	ACTION Innovation Network will introduce you different stakeholders that may help you in your fundraising, clinical, research or commercial objectives in the US, depending on your interests, to have videoconference call. Expand your network while you are not allowed to travel to the US.
3 days agenda in Boston		Optional trip to Boston	When the lockdown is over, and you are able to travel to Boston to meet in person all the people you have met during this time, ACTION Innovation Network will organize for you meetings and visits to local incubators, founder presentations, expert talks, and office hours with experts in Boston during 3 days.