

Pre-Landing Program 2020 | AGENDA

| DATE | TIME | TITLE | DESCRIPTION |
|------------------------|--------------------|---|--|
| Sept 8th | 9:00am-9:50am ET | Welcome by ACTION Innovation Network - Incubator landscape | Introduction to 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. |
| | 10:00am-11:00am ET | 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. |
| | 11:05am-12:00pm ET | Preparation for Investor Meetings | Learn how to get plenty of meetings with the right investors for you on Sept 21st. Prepare yourself for that day. |
| Sept 9th | 9:00am-10:00am ET | 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 emphasize the most important things for them. Define your strategy to raise funds in the US accordingly. |
| | 10:00am-11:30am ET | How to pitch to US investors workshop | Interactive session of quick pitches with constructive feedback from investor/s. Get to know what other cohort members are doing |
| Sept 21st | Whole day | Meet Investors! | Participate in Digital RESI and meet investors, previously matched with your company profile, in one on one meetings, through videoconference. |
| Sept 28th | 8:30am-9:30am ET | Overview of Life Sciences innovation ecosystem - by Mass Life Sciences Center | Learn why Massachusetts is the world's leading life sciences ecosystem and how your business can make the most out of this supercluster. |
| | 9:30am-10:30am ET | 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. |
| | 11:00am-1:00pm ET | 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). |
| Sept 29th | 9:00am-10:00am ET | 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 |
| | 10:00am-11:20am ET | FDA regulation | Learn about Health industry regulation in the US |
| | 11:30am-12:30pm ET | Sectoral expert talks | Meeting with a relevant stakeholder, to be selected depending on the interests of the cohort |
| Oct-Nov | | 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, through videoconference call. Expand your network while you are not allowed to travel to the US. |
| 3-day agenda in Boston | | Optional trip to Boston (additional cost) | It is most important to establish trusted in-person relationships in Boston as you prepare your US market entry. The Pre-Landing program offers an additional 3-day agenda after the remote program is completed (dates to be set once startup is comfortable traveling to Boston). We highly recommend this 3-day option, which includes in-person meetings with the speakers of the online sessions, meetings and visits to local life science incubators, founder presentations, expert talks, and office hours with experts in Boston. |

Time slot changes or additional sessions may be added