

InterACTION Healthcare 2020 | AGENDA

DATE	TIME	TITLE	DESCRIPTION
	9:30am-10:00am ET	Welcome by ACTION Innovation Network - Incubator landscape	Welcome. Introduction to ACTION Innovation Network and Life Science Nation. Objectives of the program.
Sept 2nd	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.
	11:00am-12:00pm ET	Preparation for Investor Meetings	Learn how to get plenty of meetings with the right investors for you on Digital RESI (Sept 14-16th).
Sept 3rd	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 14-16th	Whole day	Meet Investors! - Digital RESI	Participate one or three days in Digital RESI and meet investors, previously matched with your company profile, in one on one meetings, through videoconference.
	9:00am-9:40am ET	Incubation 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.
Sept 17th	9:40am-10:15am 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.
	10:30am-11:30am ET	Legal and tax 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. Tax considerations and R&D tax credit
Sept 24th	9:00am-10:00am 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.
	10:10am-11:15am ET	FDA regulation	Learn about Health industry regulation in the US
	11:15am-12:00pm ET	Meet your cohort	Learn more about the other startups in the program, identify common challenges and explore how you can support each other
Sept 30th	9:00am-9:45am ET	Sectoral expert talks	Expert analyses a sector, to be selected depending on the interests of the cohort. Conversation with the expert
	9:45am-11:30am 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). In addition, meet other startups to share experiences.
Oct-Nov		[Optional] Customized 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. Sessions will not be recorded.