

## Guidelines for Online Presentation

The online presentations are there to serve as a showcase / elevator pitch and not a full blown presentation. 7mins is the maximum amount of time to dedicate to this pitch, it can be less but we suggest it is not longer. We also suggest no more than 7 content slides aside from an intro and summary slide.

The presentation will only be viewed by Investors and Pharma companies and will be searchable alongside the other presenting biotechs.

### Suggested slide deck (not compulsory)

Intro – The intro: Company logo, company name and presenter name and job title and website URL

Slide 1 – The company: background, ownership and outline of senior management team and board

Slide 2 - The market: detail of market sector focus and potential size

Slide 3 - The business: mission, pipeline / portfolio outline, stage of pipeline / portfolio phases and size of market(s) served, USPs

Slide 4 – The lead candidate: detail of lead candidate if applicable, goals and timelines (otherwise can be used as a second slide to Slide 3)

Slide 5 – The request: detail of funding / licensing / partnering requirements / opportunities with company / candidate

Slide 6 – The summary: Summary of requirements / opportunities

Close – The contact: Principal contact details of either CEO or principal contact person who is attending Biotech and Money London

Aside from the above we will also require the following:

1. A pitch title or header to grab attention that will serve as the presentation title (no more than 12 words)
2. A max. 50 synopsis to accompany the pitch to enable people to scan what the focus of the pitch is about
3. A list of 3-4 tag words that we can assign to allow Investors and Pharma to narrow down searches

### Instructions on how to record the slideshow with audio (Powerpoint)

1. Prepare the Powerpoint slides as normal, ensuring you try to differentiate / lineate each slide along the lines of the above slide deck outline
2. Save the file as normal as your Company name
3. Ensure you have inserted an external microphone into your computer or laptop (iphone headphones with the Mic attached work well if the computer does not have an inbuilt Mic.)
4. With your Powerpoint file open click the **Slide Show** tab from the top tab bar then click **Record Slide Show**. Your previously prepared slides will be on the main screen and a time counter on the right should start counting, you are now recording and ready to speak.
5. Present your audio for each slide, advancing to the next slide by clicking the appropriate right arrow when ready to move on. Once you finish your audio overlay click **Exit Show** and select **Save Slide Settings** as and when prompted.
6. Resave the file as normal
7. To review back the presentation with audio simply play slide show as normal

Nb. Before running through the complete presentation I would suggest doing the above with a 2-3

test slides to ensure the audio does indeed save over the slides and that the Mic is picking up the audio.

## **Instructions on how to record the slideshow with audio (Keynote App)**

1. Prepare the Keynote slides as normal, ensuring you try to differentiate / lineate each slide along the lines of the above slide deck outline
2. Save the file as normal as your Company name
3. Ensure you have inserted an external microphone into your computer or laptop (iphone headphones with the Mic attached work well if the computer does not have an inbuilt Mic.)
4. With your Keynote slide file open click the **Play** tab from the top tab bar then click **Record Slideshow**. Your previously prepared slides will be on the main screen. When you are ready to record press the **Red dot** at the bottom left of the page. A count down timer will begin and recording will start.
5. Present your audio for each slide, advancing to the next slide by clicking right with the cursor key. Once you finish your audio overlay click the **Red dot** again and then **Exit Show** via the X icon in the top right of the page.
6. Resave the file as normal
7. To review back the presentation with audio simply play slide show as normal

Nb. Before running through the complete presentation I would suggest doing the about with a 2-3 test slides to ensure the audio does indeed save over the slides and that the Mic is picking up the audio.

For any further questions please email [neil@biotechandmoney.com](mailto:neil@biotechandmoney.com)