



ON YOUR MARK 2017

Your guide to **BioWeekSF**
January 7-12, 2017

Big3Bio

#JPM17
#OnYourMark17

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[Click here for updates on receptions, more](#)



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INTRODUCTION



Get Set...

Laurie Halloran, Halloran Consulting
Chair, Big3Bio Advisory Board

Welcome to JPM Week in San Francisco!

My team and I at **Halloran Consulting Group** have been coming here for years to meet with small life science clients who need our help. We have also guided large life science companies to act with the agility of small ones. That's why it was natural to partner on this inaugural guide to **BioWeekSF**.

Over the past 18 years, I have built a successful consultancy of like-minded experts who are dedicated to the idea that every company deserves the best practices and know-how regardless of its size, name, or financial situation. We're familiar with the challenges of navigating such an eventful week, so keep this guide on hand to make the most of your time.

My team and I will be available throughout the week. To learn more about our specialized expertise, visit hallorancg.com or feel free to contact Stephanie Coite at scoite@hallorancg.com so we can meet!

WELCOME



Dear Colleagues:

With more than 30,000 life science professionals descending into San Francisco during the week of the J.P. Morgan Healthcare Conference every January, **BioWeekSF** is clearly the can't-miss time of the year.

Not only do we welcome you to this week, but we're also here to help you make the most of it.

That's why we launched meet.bio -- a quick and easy way to find, connect and meet with potential partners who will also be at BioWeekSF.

Need meeting space? Our premium members can use our platform to schedule meetings at the perfect location in the San Francisco Hilton Union Square, or at any location they choose.

Welcome again, [join our community today](#), and make it your best BioWeekSF yet!

Cheers,

Hansruedi Kottmann
CEO, one.bio/meet.bio

JANUARY 7-12, 2017 NOTE: The JPM Healthcare Conference is Jan 9-12

- Jan 7-8: East/West CEO
- Jan 8: The 4th Annual Dermatology Summit
- Jan 8-11: TPP Healthcare China Partnering Forum
- Jan 9-10: StartUp Health Festival
- Jan 9-11: OneMedForum
- Jan 9-11: Biotech Showcase (BTS)
- Jan 9-12: Deloitte Leadership Sessions/Women’s Networking Event (*spotlight, pg 10*)
- Jan 10: RESI Conference
- Jan 10: Breakthroughs in Healthcare Diversity Symposium
- Jan 10: [FierceBiotech Executive Breakfast](#)
- Jan 10: [Endpoints Executive Breakfast](#)
- Jan 10-11: Digital Medicine Showcase (associated with BTS)
- Jan 10-11: MedTech Showcase (associated with BTS)
- Jan 11: Health 2.0 WinterTech
- Jan 11: 12th Annual Non-Dilutive Funding Summit

OTHER ACTIVITIES/FUNCTIONS

- | | |
|--|---|
| Jan 8: A Rare Affair Benefit | Jan 9-11: Rare in the Square |
| Jan 9: Cell & Gene Therapies Industry Briefing | Jan 10: WuXi Global Forum |
| Jan 9: MBI Breakout Session: A Four-Mile Fun Run | Jan 10: The Story Of Lee Hood |



East/West CEO

East/West CEO is a networking forum for industry CEOs and decision makers in the life sciences.

The 4th Annual Dermatology Summit

The Summit seeks to advance innovation in dermatology via investments and partnerships.

TPP Healthcare China Partnering Forum

TPP China Forum's mission is to fuse Chinese capital with US innovation.

StartUp Health Festival

The Festival brings 2,000+ of the world's most inspiring entrepreneurs and healthcare leaders.

OneMedForum

Presenting the best healthcare investment ideas from blockbuster drugs to disruptive tech.

Biotech Showcase (BTS)

BTS features multiple tracks of presenting companies, plenary sessions, workshops, networking, and an opportunity to schedule one-to-one meetings.

RESI Conference

The Redefining Early Stage Investments (RESI) Conference is an ongoing conference series for early stage life sciences companies to source investors, create relationships, and get funding.

Breakthroughs in Healthcare Diversity Symposium

This symposium helps develop collaborative diversity and inclusive healthcare networks.

Digital Medicine Showcase (associated with BTS)

The showcase highlights companies at the intersection of technology and medicine.

Medtech Showcase (associated with BTS)

This showcase connects innovative medtech companies with investors.

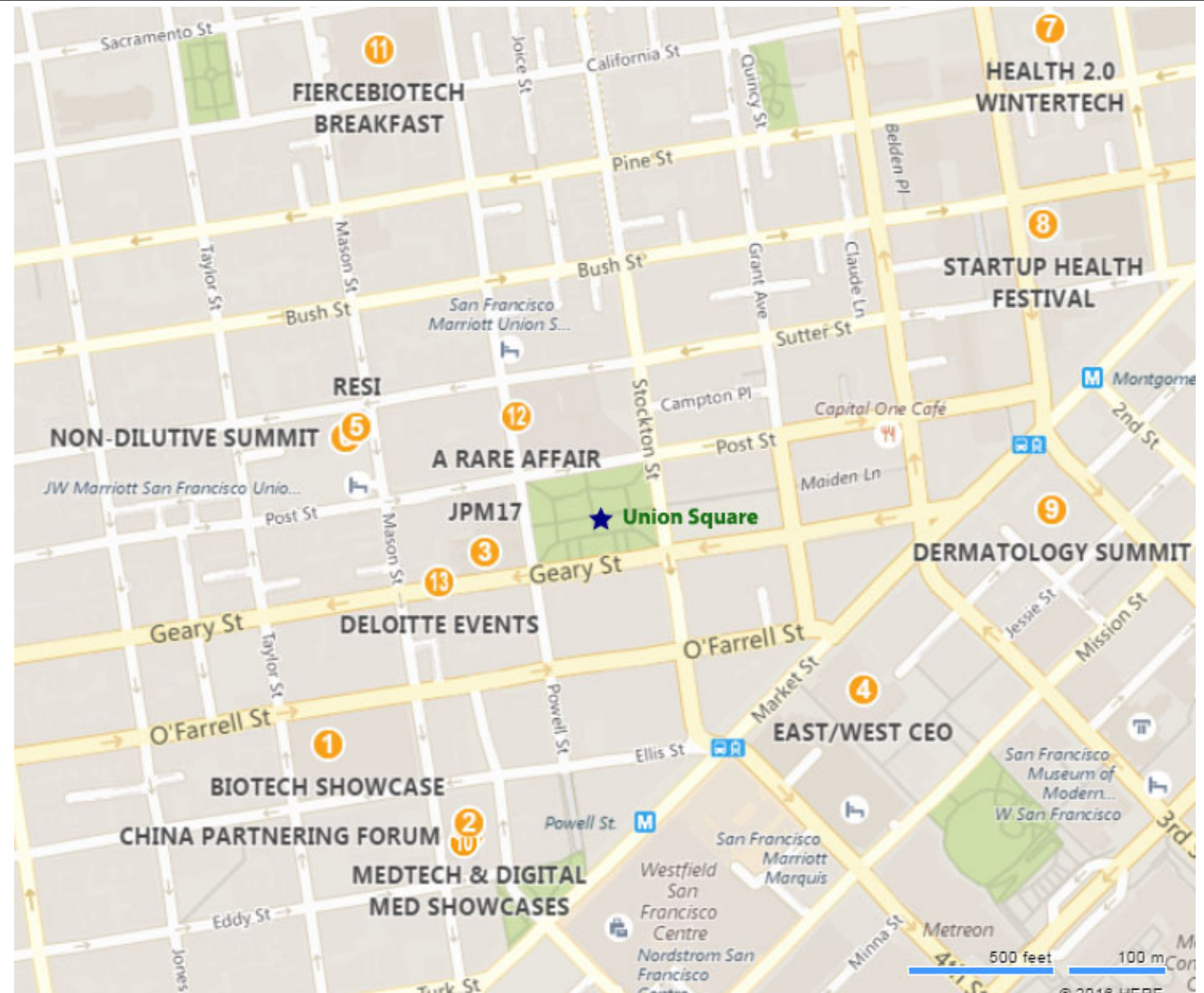
Health 2.0 WinterTech

WinterTech is the place for insider insights on investing trends in health care technology.

12th Annual Non-Dilutive Funding Summit

The Summit is a free event that brings together hundreds of life science industry leaders to learn from various funding sources about their interests, goals and funding objectives.

- 1 **BIOTECH SHOWCASE**
Hilton Union Square, 333 O'Farrell St
- 2 **MEDTECH & DIGITAL MED SHOWCASES**
Parc 55 Hotel, 55 Cyril Magnin St
- 3 **JPM17**
The Westin St. Francis, 335 Powell St
- 4 **EAST/WEST CEO**
Four Seasons Hotel, 757 Market St
- 5 **RESI**
Marines' Memorial Club, 609 Sutter St
- 6 **NON-DILUTIVE SUMMIT**
Marines' Memorial Club, 609 Sutter St
- 7 **HEALTH 2.0 WINTERTECH**
Julia Morgan Ballroom, 465 California St
- 8 **STARTUP HEALTH FESTIVAL**
180 Montgomery St
- 9 **DERMATOLOGY SUMMIT**
The Palace Hotel, 2 New Montgomery St
- 10 **CHINA PARTNERING FORUM**
Parc 55 Hotel, 55 Cyril Magnin St
- 11 **FIERCEBIOTECH BREAKFAST**
Fairmont Hotel, 950 Mason St
- 12 **A RARE AFFAIR**
Starlight Rm/Sir Francis Drake, 450 Powell St
- 13 **DELOITTE EVENTS**
Martin Lawrence Galleries, 366 Geary St



- *OneMedForum* will be held at a private club located on Union Square
- *Breakthroughs in Healthcare Diversity Symposium* is being held at *Genentech Campus, 1 DNA Way, South SF, CA*

BONUS: Michael Bauer's best restaurants around Union Square

From the San Francisco Chronicle's Michael Bauer: "I've compiled a list of my favorite places in the area, and almost all of them are open for both lunch and dinner. Choices range from a white-tablecloth fixed-price meal to a quick — but equally delectable — hamburger. It all depends on your mood, and I've got them all covered." [Full list and more information](#)



RESI REDEFINING
EARLY STAGE
INVESTMENTS

JANUARY 10, 2017
SAN FRANCISCO, CA

Johnson & Johnson INNOVATION
— JLABS —

 **LIFE SCIENCE
NATION**
Connecting Products, Services & Capital

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The Redefining Early Stage Investments (RESI) Conference is an ongoing conference series that will be establishing a global circuit for early stage life sciences companies to source investors, create relationships, and eventually, get funding. The RESI conference focuses on the diverse breadth of early stage investors that LSN tracks, including Family Offices, Venture Philanthropy Funds, VCs, Angel Groups, Corporate Venture Capital Funds, and more. The RESI Partnering Forum allows fundraising executives to identify and book up to 16 meetings with life science investors who fit their company's technology sector and stage of development. Additionally, through an expansive series of panels and workshops, attendees will have the chance to hear firsthand accounts from investors explaining their current investment mandates and process for identifying and qualifying candidates.



RESI REDEFINING EARLY STAGE INVESTMENTS X SEPTEMBER 13, 2016 BOSTON, MA
RESI Heads Home for 10th Conference

[Click Here to View](#)

Early stage investors, fundraising CEOs, scientist-entrepreneurs, strategic partners, and service providers now have an opportunity to Make a Compelling Connection

ONSITE GUIDE

Johnson & Johnson INNOVATION — JLABS —  **LIFE SCIENCE
NATION**
Connecting Products, Services & Capital

#RESI2016 | RESIConference.com | September 13, 2016 | The Health Copy Plan

Deloitte.



Leadership sessions

Monday, January 9 –
Thursday, January 12, 2017
@ Martin Lawrence Galleries
(366 Geary Street)

Leadership sessions & client meetings (8:00 am – 5:00 pm PST)

Deloitte hosted meetings with executives from clients and prospective clients for topics across the life sciences and health care (LSHC) industry sectors and mergers and acquisitions (M&A). These meetings will also include representatives from global member firms and the Deloitte Corporate Finance team.



Football networking events

Monday, January 9, 2017
@ Keystone (68 4th St.)

Football networking event (5:00 pm – 10:00 pm PST)

Deloitte hosted networking event for clients and prospective clients, centered around the 2017 College Football National Championship.



Networking reception

Tuesday, January 10, 2017
@ Hops & Hominy (1 Tillman Pl.)

Networking reception (8:00 pm – 11:00 pm PST)

Deloitte and Bridge Bank are co-hosting a networking event featuring whiskey tasting, great hors d'oeuvres and more.



Women's networking event

Wednesday, January 11, 2017
@ Martin Lawrence Galleries
(366 Geary Street)

Women's networking event (5:30 pm – 7:30 pm PST)

Deloitte hosted event providing women in the LSHC industry and M&A community, a unique opportunity to network with each other.

J.P. Morgan Health Care Investor Conference Deloitte's calendar of events

For more information or to receive an invitation, please contact LSHCMAEvents@deloitte.com

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FREE MIND

Event website:



Attend presentations by representatives from the NIH, DOD, BARDA, NSF, and more!

Date: January 11, 2017
Venue: Marines' Memorial Club
 609 Sutter Street

Register Now!

Participation is FREE of charge
 Registration is required

12th Annual

Non-Dilutive FUNDING SUMMIT

Breakthroughs in Healthcare Diversity Symposium

Presented By



Tuesday, January 10, 2017
 8:00AM - 4:00PM PST
 Genentech Campus
 1 DNA Way
 South San Francisco, CA 94080

EVERYLIFE FOUNDATION PRESENTS
A RARE AFFAIR

for Rare Diseases

AT THE STARLIGHT ROOM

Sunday, January 8, 2017
6:30 PM – 10:00 PM
 Harry Denton's Starlight Room at the Sir Francis Drake Hotel
 450 Powell Street, San Francisco, CA

Combining Chinese capital with US innovation for long-term, profitable partnerships.

TPP Healthcare China Partnering Forum

Parc 55 in San Francisco, CA, USA
 January 8-11, 2017

(in conjunction with Biotech Showcase and alongside JP Morgan Healthcare Conference)

RESERVE YOUR TABLE

Top Ten BioWeekSF Survival Tips from [LaVoieHealthScience](#)

- **Start now.** Start reaching out to those you want to meet with, with an up-to-date message and an appropriate presentation.
- **Spread the net wide.** Extend your reach and target 20% new names. Not sure how you'll find them? Try [meet.bio](#) – a dedicated platform for those who plan to be in San Francisco.
- **Check your message.** Some things never change, but others should. Make sure your message and positioning clearly articulate your current vision and opportunity. Need help? Refer to [LHS Immersion](#)[®].
- **Branch off.** Divide and conquer. Don't do every meeting with every co-worker. Take a different path and strive to meet new people.
- **Turn off your phone.** Of course we want you to keep on top of important issues back at the office, but don't overlook the people right in front of you.
- **Be efficient.** It's tempting to tell your audience everything you possibly can about your product, platform or service. Don't do it. Fifteen slides is plenty. Check out [The LHS Fifteen-Slide Presentation](#)[®] for insight.
- **Don't go too green.** It's easy to forego hard copy collateral. However, a hand-out can support the real-time conversation, while ensuring an imprint beyond the meeting itself. [Paper or pixels? Both please.](#)
- **Listen.** J.P. Morgan week (aka BioWeekSF) is a great opportunity to pick the brains of a wide variety of life science practitioners – across functions, products, platforms and technologies – this is a master class in the business of life science.
- **Have (most of) a plan.** Leave some holes in your calendar for impromptu meetings and on-the-spot networking. If you're too tightly scheduled you may miss an at-hand opportunity.
- **Follow up.** Schedule time after you're back in the office to follow up with the contacts you made in San Francisco. Nothing is easier than getting jammed back into your day-to-day work; ensure you've penciled in time to debrief.

First-time attendee or long-time alum? At [LaVoieHealthScience](#) we help our clients optimize business opportunities. Click, call or email to learn more at info@lavoiehealthscience.com

Additional advice from **WESTWICKE PARTNERS**

Investor relations firm **Westwicke Partners** published a blog post in September about preparing for the big week - here's what they said:

Asher Dewhurst, Principal

Are you in a position to release preliminary 4Q results and 2017 guidance? Issuing preliminary quarterly results and next year's guidance on Monday morning of J.P. Morgan will provide you fresh information to discuss with investors and should alleviate some of the concerns with investor meetings during a quiet period. You will also give the Street comfort in your continued growth prospects. Additionally, your research analysts will likely issue a positive note with updated financials.

John Woolford, Managing Director

Identify key milestones expected in 2017. Investors attending J.P. Morgan will want to know what to expect in the coming year. You need to identify those milestones now, so you have time to work them into your corporate presentation, especially if you plan to overhaul your presentation for J.P. Morgan.

Mike Piccinino, Managing Director

Update your sell-side analyst and buy-side investor targeting lists. With all the activity at J.P. Morgan, there's a risk you'll fill your dance card with less-than-ideal meetings. Preparing your lists in advance allows you to focus on booking your top meeting priorities first, and then filling in your schedule with those who have expressed interest in spending more time with management while in San Francisco for the week.

Peter Vozzo, Managing Director

First, start the process of refining your investor deck now to capture any changes to strategy, milestones, potential catalysts, financial metrics, or messaging as you enter 2017. Second, remember that finding a convenient and affordable meeting room during the week of the J.P. Morgan conference is challenging. You should find a meeting room in San Francisco now!

Patti Bank, Managing Director

Meet with investors now. I find it very hard to get meetings with investors at J.P. Morgan if it's the first time in front of them and they don't know the story. Investors tend to have a pre-conceived agenda for J.P. Morgan, and know with whom they want to meet. If you want to be on their list, lay the groundwork early and then be in position to give an incremental update or dig deeper into the details at the conference.

Robert Uhl, Managing Director

Adopt a quality over quantity approach when it comes to your J.P. Morgan meetings, and stick firmly to it. Put buy-side investors at the top of the list, in particular targeted funds you might have missed on your last road show to Boston or Texas. And since the conference attracts investors from outside the U.S., it is a good time to meet with ex-U.S. funds without having to make the trek to see them on their home turf. Reserve some time for any of your covering sell-side analysts who need some attention; and for analysts who don't cover your company yet, but should have an interest in your therapeutic area.

Finally, think about meeting logistics. If you have a meeting room for a day, schedule meetings that day with the groups you want to see that do not have their own meeting space. Designate another day as the one you walk around the Union Square area to see groups in their own suite of meeting rooms. Implementation of this type of strategy should allow you to remember who you met with at the end of each day, and what follow up is needed.

[FULL BLOGPOST](#)

Insight from last year's conference week:

[5 big ideas from the 2016 J.P. Morgan Healthcare Conference](#)

A blog post from ZappRx

[There's More To January Than Just the JPM Conference](#)

A blog post from Rob Wright, Chief Editor, Life Science Leader

[Money Matters](#)

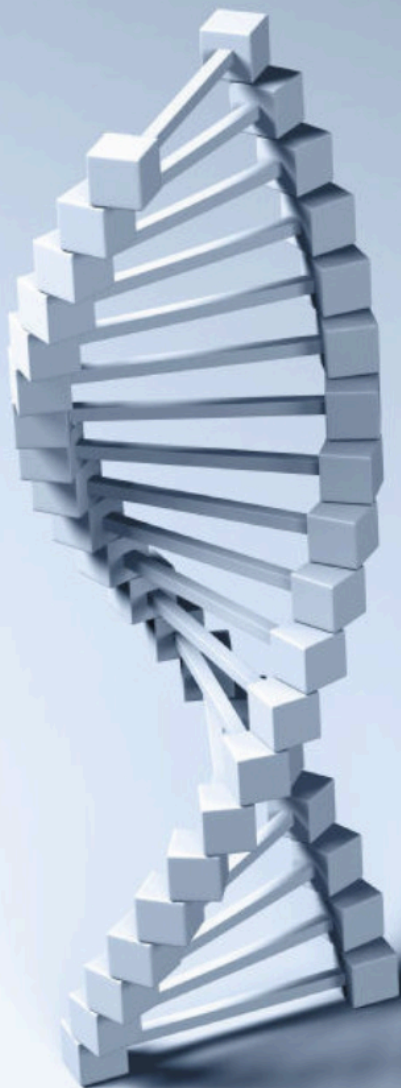
A blog post from Barbara Nelsen, founder of Nelsen Biomedical

[How to Succeed at the J.P. Morgan Healthcare Conference](#)

A blog post from Asher Dewhurst, Principal at Westwicke Partners

[Sentiments Likely To Be Overheard At #JPM16](#)

A blog post from Bruce Booth, Partner at Atlas Ventures



You Have a Great Story

— WE KNOW HOW TO TELL IT —

Bioscribe is a boutique public relations agency dedicated to supporting organizations in biotherapeutics, genomics, bioinformatics, molecular diagnostics, and synthetic biology.

Since 1997, we've been helping tell stories of great innovation in the life sciences, including the launch of first, second, and third-generation DNA sequencing systems, gene expression tools, analysis software, single-cell analysis solutions, molecular diagnostics, DNA forensics systems, breakthrough therapies, and vaccines. *What story can we help you tell?*

San Francisco and California Continue to be Leaders of the Life Sciences Industry



Success in the life sciences is fueled by scientific innovation, robust funding, and political, academic and industry commitment to building and maintaining a strong innovation ecosystem.

By most measures, California’s life sciences sector is strong and growing. We graduate more biology and engineering PhDs than any other state. Smart policy decisions have enabled groundbreaking research and created funding sources, leading to such world-changing breakthroughs as genomics, stem cell therapies, and biofuels.

Today, there are 3,040 life sciences companies in California, including industry-leading global corporations, entrepreneurial startups and everything in between. Last year, California life sciences directly employed 287,000 people and generated \$147.7 billion in revenue, and currently has 1,269 medicines – and even more devices and diagnostics – in the pipeline to boost patient care. To learn more about how California’s life sciences sector is delivering incredible value for the people of the Golden State and patients around the world, view our 2017 California Life Sciences Industry Report at www.CALifeSciencesIndustry.com.

At California Life Sciences Association (CLSA), we work with academia, industry, and state, local and federal policymakers to increase research and education funding, streamline regulation, adjust the tax code, and pave the way for new medical innovations. We are proud to participate in J.P. Morgan every year to support the future of our life sciences community in building a healthier society, strengthening our economy, and saving lives.

Sincerely,

Sara Radcliffe

Sara Radcliffe
CEO, California Life Sciences Association



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The email newsletters that aggregate everything you need to know, every day.



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