

# BIOPÔLE'S INVESTMENT READINESS PROGRAMME





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Many high-tech start-ups with growth potential need to access appropriate forms of finance, notably venture capital, for that growth to occur. However, frequently, early-stage companies are not investment-ready when they start to seek external equity finance.

Typically, after the first contact following an investment pitch, professional and non-professional potential investors start their due-diligence work, including **a deep dive into the start-up business**. Investors require a complex set of documents, and start-up entrepreneurs can be confused about what they are looking for and can waste time preparing resources that are ultimately ineffective. For investors, the consequent low quality of the investment opportunities they see can be frustrating, and they aren't able to invest as frequently or as much as they would like.

Most coaching programmes focus on preparing start-ups for their first pitches to attract the attention of potential first investors. The Investment Readiness Programme offered by Biopôle SA trains entrepreneurs to **undergo an investor-style deep dive into their start-up's value** and helps them understand what minimal level of maturation needs to be met to onboard investors.



## ❖ HOW DOES OUR INVESTMENT READINESS PROGRAMME HELP?

By looking at a business from an investor's viewpoint, we aim to significantly increase its chances of securing investment. Although a start-up's readiness for investment is round-specific, the goal of this programme is to train early-stage entrepreneurs to undertake a due-diligence-like process, similar to the one an investor would carry out themselves. Entrepreneurs can also use the feedback they receive to tighten up their investment case before it gets tested in a real environment. It's a significant time-saver.

As part of the process, Biopôle has teamed up a working group of five consulting services to review information across five verticals:

- **Intellectual property** (IP) led by KATZAROV
- **Market** led by Ernst & Young Switzerland (EY)
- **Legal** led by Lenz & Staehelin
- **Finance & Team** led by Virgo Ventures
- **Science** led by Biopôle Postgrad Consulting, managed by Alcimed

The project is **fully financed and coordinated by Biopôle SA** to offer life sciences start-ups the best conditions to succeed.

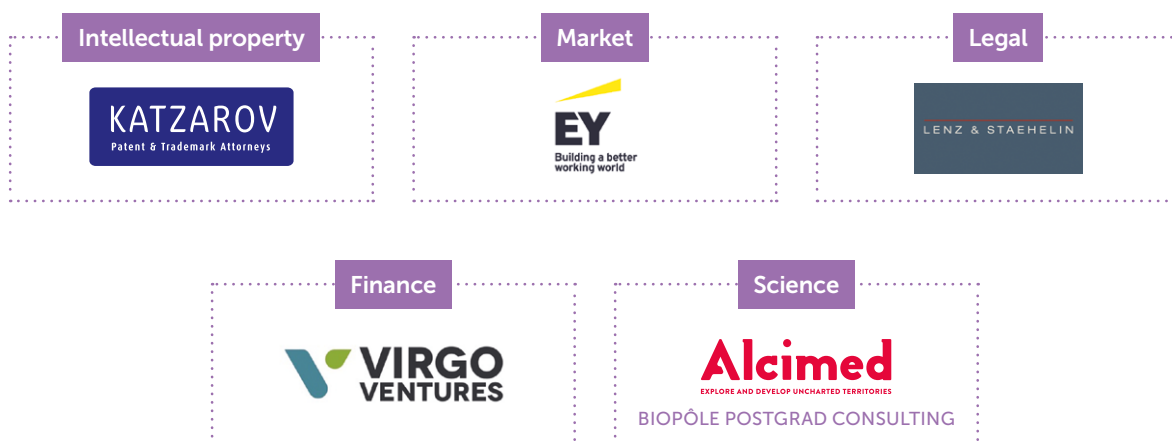


Of course, a start-up's bid for investment can still fail. It might sound obvious, but being investor-ready doesn't guarantee anything. That's why start-ups receive feedback on where they're already succeeding and recommendations for what they can improve for each vertical.

After the programme, start-ups should feel much more prepared for the inevitable investor deep dive into their figures. Participants should understand how investors evaluate a company and what types of document they will need to support this process. The programme will also get start-ups accustomed to **the way a virtual data room works** and help them to adequately structure their information, ready to be shared with real investors. Significantly, participants should **understand their level of maturity for investment** in relation to the messages contained in their internal documents and key figures, ensuring clear and consistent communication with all parties.

## FEEDBACK FROM EXPERT CONSULTING SERVICES

Biopôle SA is partnering with five experienced consulting services that will all be available to offer targeted feedback to Investment Readiness Programme participants.



The IP review will be led by **KATZAROV**. As one of the foremost IP firms in Switzerland, KATZAROV provides personalised, strategic and effective global solutions to protect innovators' IP, particularly in the areas of chemistry, life sciences, biotechnology, medtech and information technology (digital health). This consulting firm has set up a unique desk dedicated to supporting start-ups that need IP and legal services at every key stage of their development. The IP experts Eric Noël (Trademark and Design Attorney) and Gilles Pfend (Patent Attorney) will analyse the start-up's business plan and vision, as well as reviewing its existing IP.

The market review will be performed by **Ernst & Young Switzerland (EY)**. As a senior partner with significant experience serving many organisations, from SMEs to global concerns, Juan Leston has broad experience advising clients in the commercial and financial fields. The insights and quality services EY provides help build trust and confidence in the capital markets and in economies globally. Working across assurance, consulting, law, strategy, tax and transactions, EY teams are well placed to consider a start-up's commercial position.



Leveraging their extensive experience in advising companies at all stages of their development, the team at **Lenz & Staehelin** will help participants prepare their financing round from a legal perspective. Anticipating legal challenges is key in setting a company on the right track for future investments and success. Lenz & Staehelin is a leading law firm in Switzerland, providing legal services in all areas of business law, including M&A, IP, tax, venture capital and data protection. Sevan Antreasyan (IP and Commercial Contracts) and Federico Trbaldo Togna (Corporate and M&A) have an extensive experience in advising founders and investors in financing rounds.

**Virgo Ventures**, a Swiss advisory firm in venture capital based in the Lausanne area, will lead the financial review of the programme. Virgo Ventures works with private and institutional investors, and support organisations for their investments in innovative technologies. In addition, Virgo Ventures helps start-up entrepreneurs in their corporate development and fundraising efforts. The founder of Virgo Ventures, Gabriel Gomez, is an investor, adviser and fund manager with a focus on high-tech start-ups in Europe. He brings to the Investor Readiness Programme his expertise across the entire investment cycle in all kinds of verticals, which will allow the applicants to get an investor's point of view on aspects related to finance, admin and organisational structure.

The science review will be executed by **Biopôle Postgrad Consulting**, a team of selected postgraduate students who will deep dive into the scientific and technological assets of the start-ups. The team is coordinated by Biopôle SA and led by **Alcimed**. Alcimed has designed a structured and replicable evaluation process that ensures follow-up, synthesis and communication of the conclusions. A consulting firm that aims to explore and develop its clients' uncharted territories, the Alcimed Swiss office, located on the Biopôle campus at Epalinges, has about 20 passionate consultants. It focuses on the life sciences sector and supports start-ups and innovative SMEs in their top-line growth and innovation issues.



## THE VIRTUAL DATA ROOM PROVIDED BY LENZ & STAEHELIN

Potential investors, buyers, sellers and even intermediaries now use virtual data rooms as standard to exchange relevant investment documents. They ensure more accurate and easy-to-access information, high confidentiality and increased transparency. A well-organised virtual data room allows a start-up to provide third parties with every piece of relevant information at the click of a button. They also make the lives of investors, who are already short of time, easier, with accurate, up-to-date information available when they need it.

Throughout the programme and for the 12 months after it starts, Lenz & Staehelin will make its **virtual data room available to participants for free**.

## WHO IS ELIGIBLE?

- As of April 2023, any start-up selected by the Scientific Advisory Board for the Biopôle Start-up Fund is eligible to participate in the Investment Readiness Programme within six months of signing the fund acceptance letter.
- Start-ups must be willing to share relevant documents (covered by an NDA) with the consulting services via the secure and legally compliant virtual data room provided by Lenz & Staehelin.

## WHAT HAPPENS ON THE PROGRAMME?

1. Start-ups have a meeting with the programme coordinator.
2. Start-ups then prepare and upload all required documents to the virtual data room within four weeks of receiving the login details for it.
3. The five consulting services review this data independently and meet to discuss common feedback.
4. The five consulting services deliver a synthesised restitution document addressing sensitive issues and containing recommendations and strategies to guide the start-ups on how to best present their documentation relative to their investment opportunity. The document will focus on how the start-ups, presentation of the data was successful and how it could be further improved. Please note this evaluation is limited, confidential and for the internal use of the start-ups only.
5. Start-ups have a closing meeting with the programme coordinator to discuss results and review the next possible steps.

