

Tips on Giving the Perfect Pitch



DO's and DON'Ts for Early-Stage Startups

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March 2021

Hatteras Overview



SECTOR

Healthcare Innovation
focused,
modality agnostic



STAGE

Early stage VC;
company builders
with risk-mitigated,
replicable value
creation model



GEOGRAPHY

Investing nationally
in markets with
attractive dynamics;
recognized leader
in Southeast

~2 Decades of Experience; \$600M Under Management Across 6 Funds

The Perfect Pitch Translated!

Case Study: G1 Therapeutics
2013 - 2021

Where You Want Your Pitch to Lead

February 2021: G1 FDA Approval

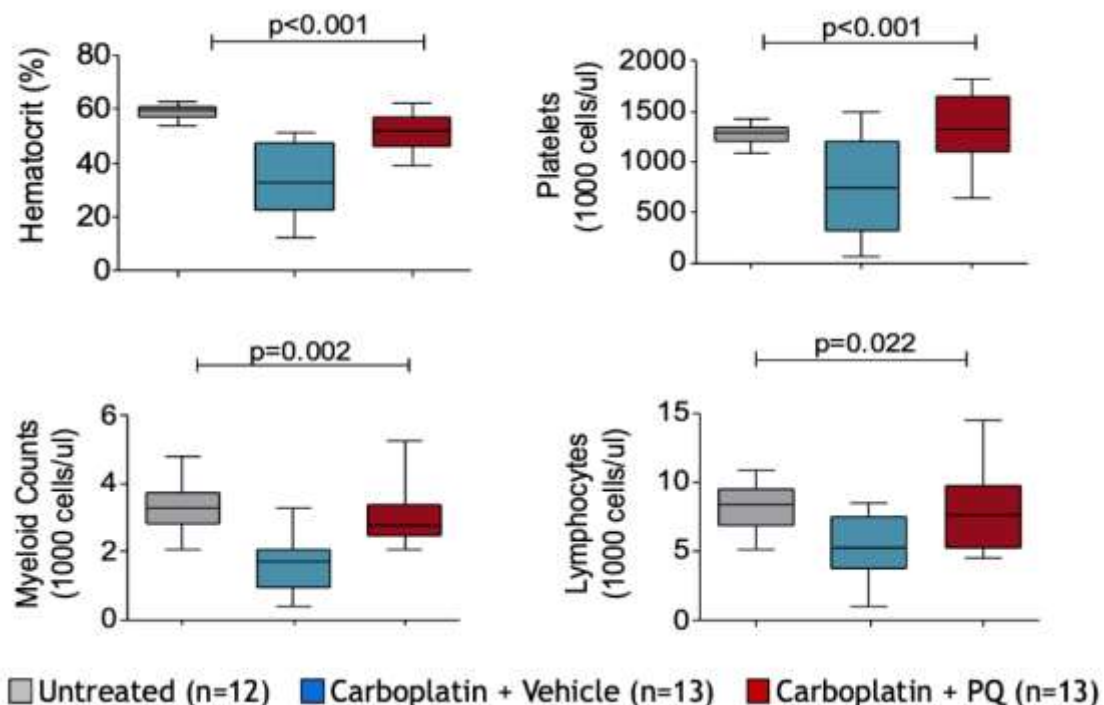


COSELA™
trilaciclib for injection
300 mg

FDA Approves G1 Therapeutics' COSELA™ (trilaciclib): The First and Only Myeloprotection Therapy to Decrease the Incidence of Chemotherapy-Induced Myelosuppression

Starts With a Pitch That Stands Out

2013: G1 “Killer” Early Data



- VCs have limited time
- Must **capture attention** quickly and have a **“Wow!” factor**
 - (e.g., novel solution to an important problem with “killer” data to support)
- Message must be **brief, clear, strong**

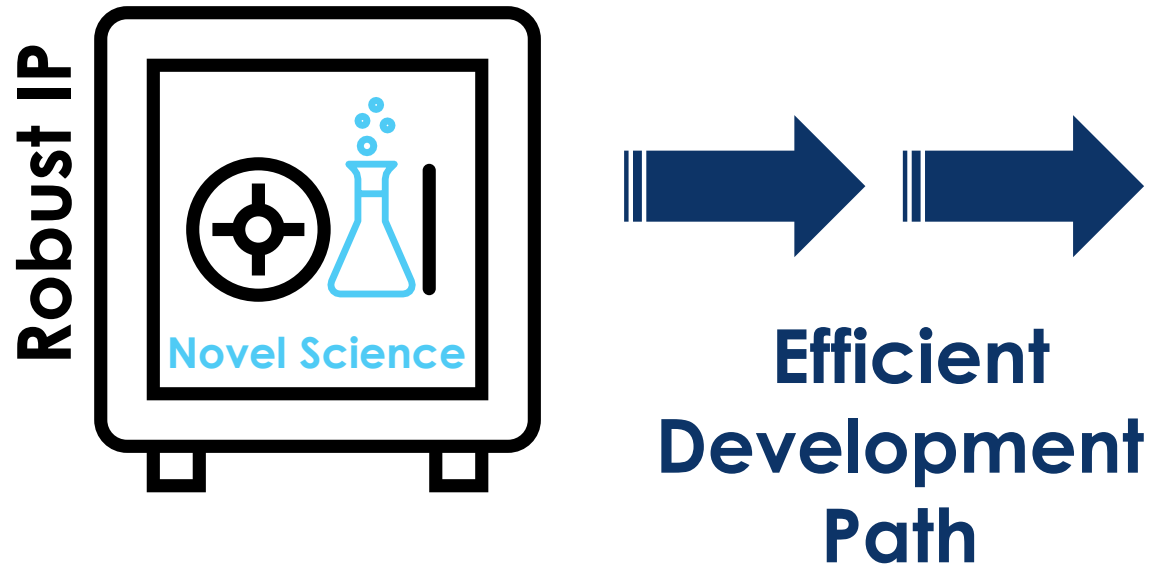
Beyond the Wow Factor

Specific DOs and DON'Ts for an Effective Pitch

VCs Actively Seek:



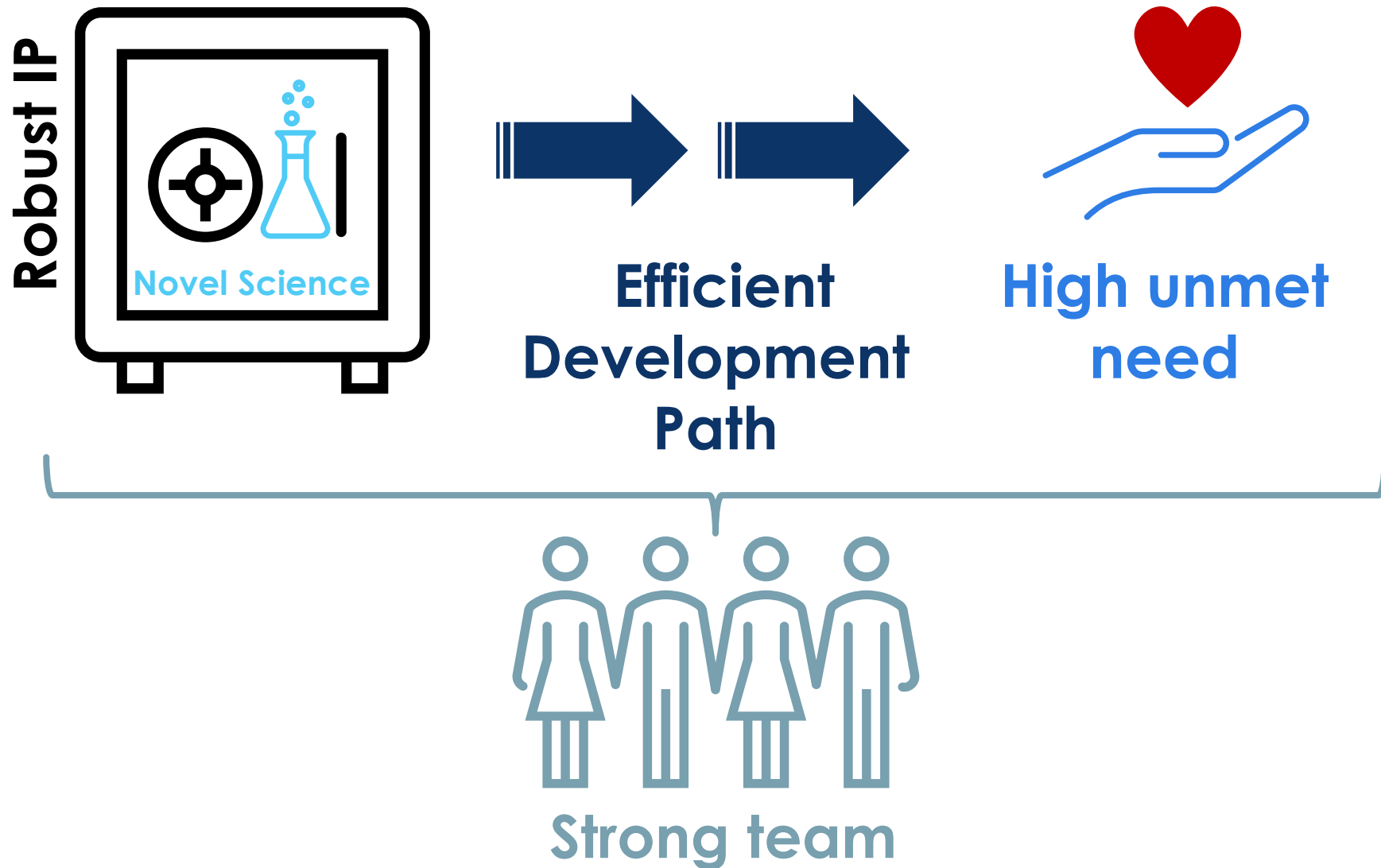
VCs Actively Seek:



VCs Must Understand:



VCs Ideal Scenario:



Effective Start-up Pitches Cover:

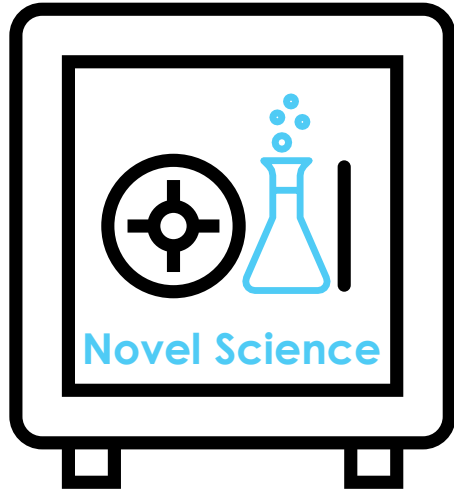
Pitch Content

- Novel Science/IP
- Efficient R&D to milestones
- High Unmet Need
- Experienced Team

Reason to Believe

DO

Robust IP

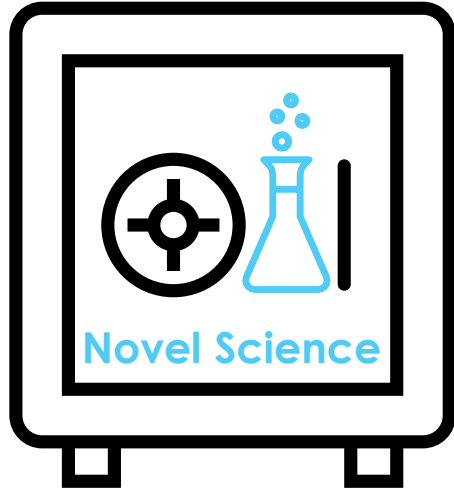


- ✓ Present technology overview
- ✓ Present clear and impactful data
- ✓ Provide any validation (NIH funding)
- ✓ Be prepared to discuss IP/license info

Reason to Believe

DON'T

Robust IP



- X Provide data overload
- X Overstate what the data means
- X Hide key failed studies
- X Over-complicate the story

Reason to Believe



Pro Tip:

Try running the pitch by an astute non-scientist to see if the message and takeaways are clear

Who Benefits?

DO



**High unmet
need**

- ✓ Clearly articulate market need/population
- ✓ Show competitive landscape
- ✓ Articulate differentiation with your science
- ✓ Demonstrate potential beyond lead program

Who Benefits?

DON'T



High unmet
need

- x Show a detailed revenue forecast for early, pre-clinical companies
- x Inflate any numbers or exaggerate need

Light at the End of the Tunnel



DO



**Efficient
Development
Path**

- ✓ Design “killer,” go/no-go experiments
- ✓ Plan efficient use of funds to achieve milestones/**value inflection quickly**
- ✓ Pursue validating non-dilutive funding

Light at the End of the Tunnel

DON'T



**Efficient
Development
Path**

✗ Be unrealistic about potential challenges ahead

✗ Try to raise too much too soon



Light at the End of the Tunnel



**Efficient
Development
Path**

Pro Tip:

Initiate conversations with
FDA and engage
regulatory consultants as
early as possible

Right Team for the Job

DO

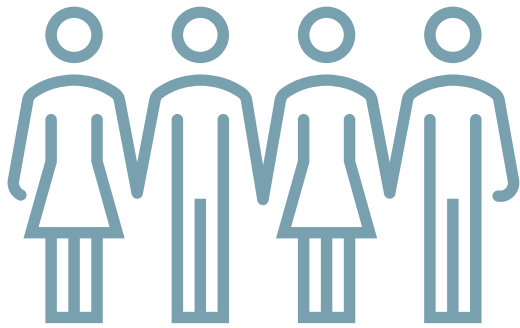


Strong team

- ✓ Highlight relevant/industry expertise
- ✓ Keep team lean and leverage advisors/consultants
- ✓ Ensure all listed advisors are true champions

Right Team for the Job

DON'T



Strong team

- x Overemphasize advisors over actual team
- x Hire a large team too quickly

Final Advice

DON'T

- ✗ Expect an immediate answer
- ✗ Be afraid of hard questions
- ✗ Underestimate the high level of competition for funding

Final Advice

DO

- ✓ Exude PASSION & tell a compelling story
- ✓ Research the VC group/interests
- ✓ Be prepared to follow up (e.g., have a data room ready, etc.)
- ✓ Remain resilient and enjoy the journey!