

Be extraordinary

# How to sell your story at the J.P. Morgan Healthcare Conference and beyond.



The annual J.P. Morgan Healthcare Conference is a vital opportunity for biotech companies seeking the deals and funding needed to advance innovation. But with 400+ companies presenting and thousands of pitch meetings taking place over the span of four short days, cutting through the noise can be challenging.

Amidst stiff competition, it's essential to deliver a presentation that is both informative and persuasive, leaving your audiences wanting more time with your company post-conference. To stand out, your story must be well constructed and memorable. This white paper provides critical insights and best practices to help organizations develop a winning presentation that takes your fundraising and partnership conversations to the next level.



### **The backdrop**

Companies planning for the upcoming J.P. Morgan Healthcare Conference are doing so amidst unprecedented industry turbulence. Legislative challenges, cash runway concerns and reduced M&A activity, among other factors, make for one of the most stressful periods on record. This tough environment demands that a company's story work harder than ever before to raise money or form partnerships—the lifeblood of innovation.

Yet, developing a compelling narrative is often where companies fall short, especially when multiple contributors add information to the mix. Getting it right can be the difference between a “yes” or “no” for dollars and deals. Some common pitfalls of corporate presentation development include:

- Making a one-size-fits-all pitch without tailoring it to your target audience.
- Sharing a tactical investment thesis without a differentiated vision and value-creation strategy.
- Over-indexing on data and milestone details without a clear plan to de-risk assets.
- Conveying a go-to-market strategy without dimensionalizing the patient access experience.
- Hying the opportunity without instilling confidence that your team can deliver.



## Shaping your story

Piquing investor and partner interest starts by having a crisp presentation that balances aspirational positioning with technical and programmatic substance. In 20 slides or less, your deck should be able to bring audiences along the journey of how you plan to deploy capital and create value. Your audience must walk away with the feeling and knowledge that the magnitude of their investment will be matched by the amplitude of in-the-trenches capabilities your team can provide.

Ultimately, your story must convey where your company will play, how it will win and why this opportunity is one not to be missed!

Through decades of experience working within and alongside life sciences companies planning for podium presentations and networking discussions at the J.P. Morgan Healthcare Conference, we've identified five key questions to pressure test your content and storytelling approach.

- 1 Is your market opportunity clear and compelling?
- 2 Does your competitive differentiation shine through?
- 3 How will your strategic roadmap generate momentum?
- 4 What impact will you make in the market you serve?
- 5 Is your company designed to go the distance?



# 1

## Is your market opportunity clear and compelling?

There are many ways to quantify potential ROI to get people excited, but to get them invested, make sure your pitch engages both the head and the heart. Build your story arc around why your company exists and how your market insight and technological innovation will address a consequential unmet need.

Include patient stories to contextualize what's at stake, helping audiences connect intellectually and emotionally to a real-life purpose that's bigger than bringing a single product to market. Demonstrate how your business strategy balances pragmatic risk-taking with the possibility of doing something in medicine that's truly needed and perhaps has never been done before.

### What we're seeing in the market

"A story is up to 22x more memorable than facts alone...Neuroscience research shows that our brains are not hard-wired to understand logic or retain facts for very long. Our brain is in fact wired to understand and retain stories."

*Jennifer Aaker: Harnessing the Power of Stories, Stanford Graduate School of Business*

[Reference](#)

### Key questions to inform your presentation

- How do you define the unmet patient need?

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- How will you overcome barriers in addressing your Total Addressable Market?

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- What is the most likely use case for your product candidate?

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- How will your medicine reduce disease burden and bring efficiency to the healthcare system?

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- If your invention didn't exist what would the world miss?



## 2 Does your competitive differentiation shine through?

Innovation takes many forms, but it's usually some combination of white space opportunity, intellectual property advantage and a team's demonstrated ability to execute that woos investors and partners. They field so many presentations that the programs, pipelines and people often blur together.

To stand out, you must show why your investment or deal opportunity is fundamentally different from the competition. Explain how your company is positioned to succeed where others have not. Differentiation could include mechanism of action, composition of matter, discovery platform form factor, use of AI/ML and automation, process development or manufacturing. It could also be a treatment regimen, delivery system, go-to-market strategy or pricing advantage. Whatever your edge is, name, own and amplify it!

### What we're seeing in the market

"We're firmly in a new phase defined by focus on valuation and 'fundamentals' like clinical assets and paths to cash flow operations."

*Healthcare Investments and Exits, Mid-2023 Update, SVB, a Division of First Citizens Bank*

[Reference](#)

### Key questions to inform presentation content

- What's unique about your market insight, science, platform or approach?

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- Is your mechanism of action clear and understandable?

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- What is your IP position and the breadth of your patent estate?

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- What makes your technology, team, or timing optimal?

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- What's your cash runway and anticipated time frame to execute, de-risk your assets and win?



# 3 How will your strategic roadmap generate momentum?

Investors are wired to look at regulatory signals and data milestones as catalysts, so it's important to highlight key achievements made while giving visibility to upcoming timelines. It's equally important to provide insight into how your team is effectively executing while navigating industry headwinds and pulling all strategic levers available to drive outcomes.

But don't stop there. Shine a light on the unique capabilities of your employees, how your company works and the principles by which you do business. Be authentic and transparent in sharing the intangible factors of your corporate culture that'll increase your odds of success.

## What we're seeing in the market

"Historic global shifts in drug pricing and pharmaceutical reimbursement policies are colliding with intensifying competition to boost market access in the race to produce innovative new therapies."

2023 Global Life Sciences Outlook, Deloitte

[Reference](#)

## Key questions to inform presentation content

- Is there anything distinctive about your secret sauce or organization's ways of working?

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- What core competencies uniquely position your team to execute, and what is your plan to address knowledge gaps?

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- How does your view on the IRA, health equity and ESG inform your clinical strategy and business decision-making?

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- What outsourcing decisions or partnerships will accelerate your path to market?

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- How will you position your product and influence utilization by demonstrating value to ecosystem stakeholders?



# 4

## What impact will you make in the market you serve?

While prospective “first-in-class” or “best-in-class” labels for small molecules, biologics and “one and done” opportunities for gene and cell therapy may spark interest in your technology or pipeline candidates, it’s important to also convey the real-world socioeconomic benefit that your innovation can provide.

Features and benefits matter, but how you’ll deliver value to patients and the health system is paramount in this market. From product positioning to distribution and reimbursement, communicate a holistic POV on why your company and innovation will drive cost efficiencies or better clinical practices that shape new care standards.

### What we’re seeing in the market

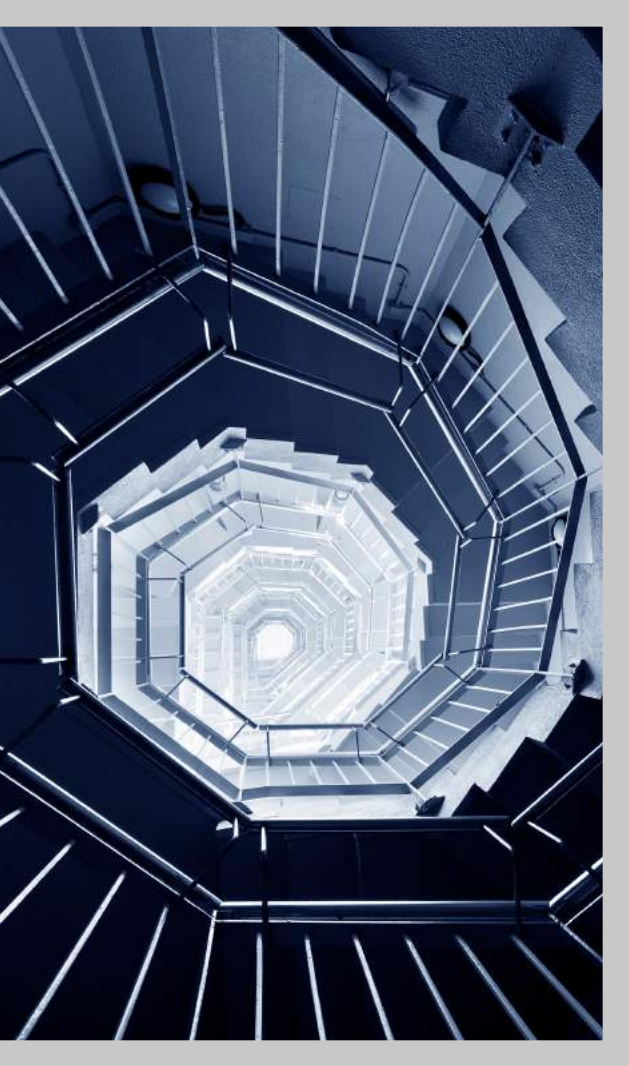
“As macro-trends drive demand for better healthcare, we believe that innovations in tools, technologies and processes...combined with a supportive regulatory environment, has created a golden age for life sciences.”

*Life Sciences: Entering a Golden Era of Innovation,*  
Goldman Sachs

[Reference](#)

### Key questions to inform presentation content

- How does your product candidate fit into or redefine the standard of care?  
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- What planning and outcomes research have you conducted to ensure reimbursement?  
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- Is there anything distinctive about your anticipated drug delivery or patient access model?  
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- If your innovation is new, how will you educate the market?  
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- How will your go-to-market strategy create competitive advantage?  
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# 5

## Is your company designed to go the distance?

Weighted by macroeconomic uncertainty, capital is more expensive and harder to come by than ever before, requiring most life sciences companies to cut back to extend their cash runway. Yet underinvesting in key internal initiatives in the short term can shortchange your company's future prospects.

Your narrative must convey how your company is prudently positioning itself to run a sustainable business versus attempting to save its way to success. Use your presentation to showcase how organizational alignment around your company's plan and business priorities will unlock value-driving momentum and build your company's reputation as an industry leader.

### What we're seeing in the market

"Companies that can best adapt to the current changing conditions, combining cutting-edge innovation with a newly tightened focus on efficiency... will emerge from the downturn strengthened and in a position to drive the next wave of growth for the biotech industry."

*Beyond Borders: EY Biotechnology Report 2023*

[Reference](#)

### Key questions to inform presentation content

- How does the business landscape influence your decisions about asset prioritization and licensing?

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- What tradeoffs have you made to optimize the business and preserve optionality?

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- Which out-of-the box sources of capital will you seek e.g., government grants?

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- How are you designing your organization to withstand market turbulence?

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- In what ways will you build leverage for the future?



# Putting it all together.

Once you've formulated your company's unique POV around how you'll capture a well-defined market opportunity with a distinctive offering that's destined to make a meaningful impact, it's time to bring the story to life. This starts with building a presentation that distills words and data into smart information design and elevated graphics. Our tried and tested strategies include:

- Identify your audience and the key messages you want them to remember.
- Map out your story flow in slide sorter mode, ensuring you are hitting your key points in the right order.
- For each slide, assess whether you've got the right balance between crisp headlines, concise copy, data and graphics.
- Design your presentation around the allotted time, assuming 2-3 minutes to cover each slide.
- If you've pulled slides from multiple decks, do a design deep dive from end to end to ensure all fonts, colors and styles are aligned.
- Don't be afraid to create multiple versions of your presentation segmented to different target audiences so the content is as relevant to them as possible.
- Remember that every single detail doesn't need to be included in the deck—leave your audiences wanting to engage in Q&A.

J.P. Morgan is a timely opportunity for your company to gain traction with investors and partners. It's also an opportunity to align your leadership team around how to best tell your company story. Answering the key questions outlined in this document will facilitate discussion around your business roadmap, helping you create a shared view of key messages to convey to your target audience. As you put it all together, aim to balance substantive content with well-designed graphics. Take the time to rehearse to get crisp on your presentation delivery. The result—a memorable pitch that will leave your target audiences inspired and wanting more!

We hope this guide is helpful as you think about advancing your investor and partnering goals at J.P. Morgan and other key 2024 conferences.



If you need a thought partner, our team at Waterhouse Brands can work with you to capture your company's core differentiation, articulate your narrative and develop a dynamic pitch deck that brings your innovation story to life. [Contact us to learn more](#)

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