BioCity Group

Accelerator / Investor / Incubator

- BioCity, Nottingham
- MediCity, Nottingham
- BioCity, Glasgow
- MediCity, Glasgow
- Alderley Park Accelerator, powered by BioCity

400,000 sqft² lab and office space
250+ client companies
1,000+ employees
50+% occupied by companies supported from inception
Why

We believe in channeling entrepreneurship to meet the world’s health and environmental needs
How

We create the right environment for new, ambitious and growing life science businesses
BIOCITY
COMPANIES SUMMARY
Venture Development
What

We help entrepreneurs build venture-backed companies solving the biggest health and environmental challenges
How

We run accelerator programmes to identify, de-risk and invest in the most promising life science ventures
Value

To founders…

- Hands-on venture building support
- Access to early-stage funding (CLN – up to 200k)
- Access to follow-on funding (Equity – up to 800k)
- Access to scale-up funding (VC Network)
- Access to a life sciences community (Expert Network)
- Access to life sciences facilities/services (Incubation)
Challenge Can you manufacture successful businesses?
# TIMING OF INTERVENTION

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| Exploring opportunities  
Technology Research  
Technology Development  
Business Conception | Product development  
Team development  
Business plan development | Fund raising  
Launch  
Revenue  
Scale  
Grow |
| | | Traditional Accelerator |

**PITCH**

**CITY.CO.UK**
## TIMING OF INTERVENTION

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**Traditional Accelerator**

- Investors
- End Users
- Large Corporate
- Distributors
Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems

1. No Market Need: 42%
2. Ran Out of Cash: 29%
3. Not the Right Team: 23%
4. Get Outcompeted: 19%
5. Pricing/Cost Issues: 18%
6. Poor Product: 17%
7. Need/Lack Business Model: 17%
8. Poor Marketing: 14%
9. Ignore Customers: 14%
10. Product Mis-Timed: 13%
11. Lose Focus: 13%
12. Disharmony on Team/Investors: 13%

CB INSIGHTS
Top 20 reasons startups fail (2016)
REASONS STARTUPS FAIL

Product Market Fit

Business Model

Management Team

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- Traditional Accelerator
- Investors
- End Users
- Large Corporate
- Distributors
REDEFINING A STARTUP

“A startup is NOT a small version of a BIG company” – Steve Blank/Bob Dorf

“A startup is a temporary organisation in search of a scalable, repeatable, profitable business model” – Steve Blank/Bob Dorf

“Customer Discovery is the process to organise the search for the business model” – Steve Blank/Bob Dorf

“Search NOT execution!”
Everything you think you know about your business is an assumption waiting to be tested.

Challenging Assumptions

- Customer Problem Wide Scan
- Value Proposition Canvas
- Business Model Canvas
Hypothesis Testing
Customer-Problem-Solution-Market

**WHO?**

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**WHY?**

**HOW?**

- **Strategic Partners:**
- **Key Activities:**
- **Value Proposition:**
- **Relationships:**
- **Customer Segments:**

- **Key Resources:**
- **Channels:**
- **Costs:**
- **Revenue Streams:**
Product-Market Fit
What does an investor want to see?

Securing Investment
Securing Investment
Securing Investment
TELLING THE STORY

How to articulate a compelling business proposition
1. Know your audience
2. Craft a compelling story
3. Perfect your performance
THE ART OF STORYTELLING

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THE ART OF STORYTELLING

1. Know your audience
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THE ART OF STORYTELLING

• Pyramid Principle
  • Present context; the world in which the listener is engaging with the story
  • Present complication; what are the conflicts within this world
  • Anticipate questions; what questions does the conflict trigger
  • Present resolutions; How do the conflicts get resolved
THE ART OF STORYTELLING

1. Know your audience
2. Craft a compelling story
3. Perfect your performance
Market Demand: What burning problem are you solving? For which stakeholders? How many? Who pays?

Product or Service: How does your product/service solve this problem?

Impact/Disruption: How does your product/service change the status quo along the value chain?

Route to Market: How do you envisage the customer buying from you? What are the strategies for customer acquisition?

Revenue Model: How do you make money? How much do you charge? What is the margin? What drives the payer?

Competition: How are you differentiated in reality from your competition? What's your defensibility?

Financing Plan: What amount of money are you trying to raise and what specific value are you going to create with it?

Team: Who are you and why are you particularly right to lead this company?