

Financing Life Sciences



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Financing Life Sciences

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The mission:

Providing a cross-channel connection between **Life Sciences** and the knowledge and networks of **corporate financing** and the **capital market**

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Background and Objectives

This issue accompanies the "Finance Days" which take place in the supporting program of analytica 2020 (31.03.20-03.04.20) - world's Leading Trade Fair for laboratory technology, analysis, biotechnology and analytica conference. Finance Days will bring together start-ups, early-stage/pre-IPO, late-stage and public companies with leading investors, analysts, money managers and pharma licensing executives.

Investments in life sciences and medical biotechnology remain challenging in Germany even though those fields are and will be the key industries in the near future. Development time and licensing progress take too long and scare investors to keep trying. Local financing gaps, mainly starting at series B attract foreign investors, particularly from the US and Asia promising technology to foreign markets.

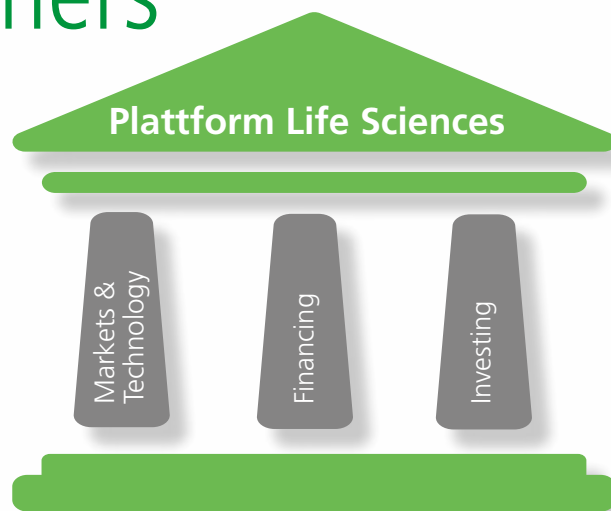
This trend is on the one hand side alarming as many ideas arise from German founders who sooner or later have to take the plunge to a foreign market to be successful and to continue their start-up business.

On the other side Germany can also learn from the open-minded colleagues how market trends and also politics can influence biotech investments and life sciences fund raising.

The key fact is to know what investors are looking for and who are the ones which would like to invest in the DACH region. Biotech funds are recently growing and seem to be promising investments. But which role does Corporate Venture capital play in this regard and which way of exit is given preference these days. What are the market trends and what is important to know about financing in life sciences? All those questions will be announced and discussed in the first issue of 2020.

Topics amongst others

- **Biotech and politics** – Germany's regulations in international comparison, location advantages and disadvantages
- How do **global market trends** and politics influence biotech investments and fund raising? What consequence can be expected for the industry?
- How does **Corporate Venture Capital** influence the market? Examples for successful co-operations between Corporates and innovative life sciences companies.
- What are **investors** looking for? Interviews with successful investors. **Case studies** - successful start-ups - How did they make it?
- Which **exit channel** is relevant? What are current market trends?
- What are the technologies of the future? How does **digitalization** shape the future?



- Looking abroad, which countries might work as **row modells** for the future of life sciences and the benefit of the patient?
- **CHINA** – Opportunities and challenges for Life Sciences Companies

Execution and Marketing

A. Partnerships:

3–8 partners contribute EUR 5,000 (plus VAT) respectively to the production of the edition “Financing Life Sciences”. In return, all partners receive the following services:

- Mention as a partner of the edition along with their logo in a partner advertisement inside the issue
- Full page advert (Rate card value: EUR 2,900)
- Up to 200 copies of the edition to be displayed at events, send to their own network etc.
- Short profile (company descriptions for all partners; 1,000 –1,200 characters incl. spaces)
- E-magazine inclusive; customized e-paper for an additional charge (approx. EUR 1,000 depending on cost)
- Unlimited online distribution rights for e-papers and a PDF of whole edition or own article

Partners’ editorial content can be integrated into the edition (e.g. in the form of a professional article, interview etc.) in coordination with the editors

B. Adverts:

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C. Copy Sales:

The Publishers offer units of 100 copies for costs of production to be distributed to the main target groups, e.g. 500 copies at EUR 2.00 per copy, 1,000 copies at EUR 1.50 per copy (retail price EUR 12.50!). The publishers will gladly provide a detailed price scale upon request.

D. Special Advertising Format: “Profiles”

For companies, business promoters/cluster, investors, incubators, accelerators, technology centers, founder networks, business plan competitions, consultants, lawyers, and service providers:

1/2 page profile for just **EUR 950 plus VAT**, incl. graphic design/layout.

The half-page profile is structured in three columns. In the left column each company represents itself in max. 800 characters (including spaces). The presentation is completed with a photo of the building, the laboratory or the technology. The central column contains information about the standardized categories like Field of Activity, Ownership Structure and Financing, Partners, Products / Services, Unique Features and Memberships.

Therefore max. 160 characters including spaces per query point are available. If one category is not (fully) used, for the remaining parts there are accordingly more characters available. On the right side a logo, contact details and a photo of the team/CEO complete the personal profile.



Moreover advertisers receive a short company description in our Life Sciences „Who is Who” by ticketing a profile in one of our life sciences issues (www.goingpublic.de/who-is-who).

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