



Company Presentations

Criteria and Process for Emerging Companies

While Mid-Atlantic Bio has had as its mission to help promote up and coming companies, now in 2010 Mid-Atlantic Bio has placed an even greater focus on the next generation of emerging ideas/ technologies, allowing attendees to have a glimpse into some of the region's up and coming business enterprises across a spectrum of sectors within the life sciences industry. This session will also allow entrepreneurs and scientists an opportunity to introduce their ideas to a broader audience of industry, scientists, investors, advisors, and professional services firms from the life sciences sector in attendance at the conference.

In the "Growth Watch" Track, we are seeking to hear from companies that are in their earlier stages of development, exhibit either uniquely interesting technologies, have commercial promise, or possess a proprietary edge in the life sciences space.

This group of selected companies, while beyond the concept phase, may be seeking seed or early stage funding for R&D. These companies could be operating in a broad array of life sciences sector including drug discovery, medical devices, diagnostics, etc.

Criteria for Selection to Present in the "Growth Watch" Track

The following guidelines are provided to show the breadth and variety of companies we are seeking to engage in this year's industry conference:

- Emerging Companies early stage of discovery or development
- Life sciences sector biopharma, medical devices, diagnostics, tools, etc.
- Geography New Jersey to Florida, with preference to core mid-Atlantic region
- Access to unique IP with credible translational plan
- Sufficient employee base and execute early stage R&D plan
- Business Viability – The market opportunity of the product or service solution should be substantial
funding needs – While companies should be on a growth trajectory, they may be seeking funding from a variety of sources including, but not limited to angel investors, alliance partners, strategic advocacy funding, grants, institutional venture capital. Note: It is not a requirement to be venture fundingready/backable
- Fast pitch sessions – 8minute presentation (total)

Process

1. Companies interested in participating will complete a two part, online application available via the Mid-Atlantic Bio web site. **Deadline is September 20th**
2. A selection committee comprised of regional business, industry leaders and capital sources will review and select a defined number of emerging companies of interest to conference attendees, across a variety of sectors.
3. Selected presenting companies must participate in FastTrack Growth session scheduled in October, where they will meet capital sources, learn about business growth opportunities and fine tune their presentations.
4. Participate in 'Speaker Exhibit table' option or investor meetings immediately following their presentation.