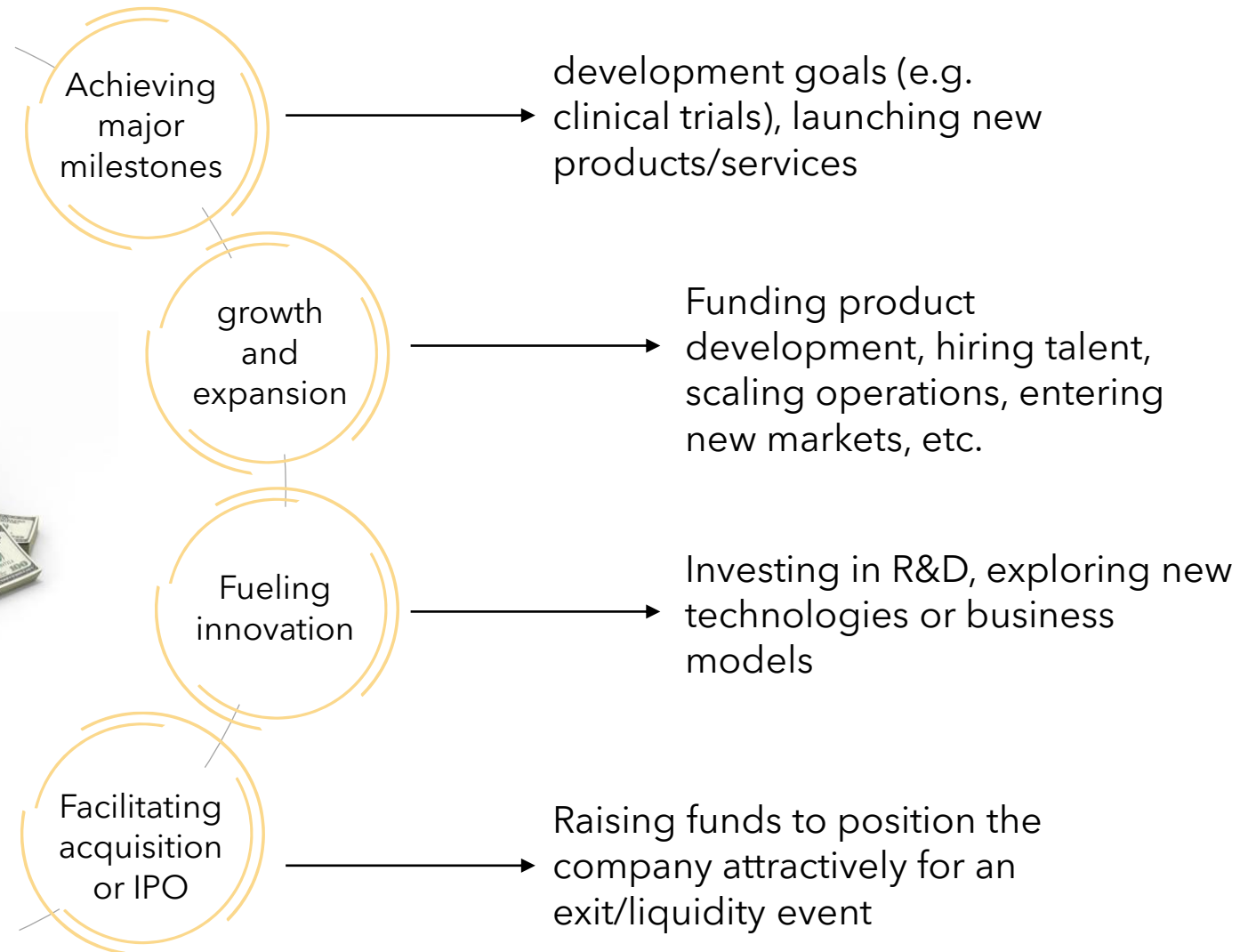




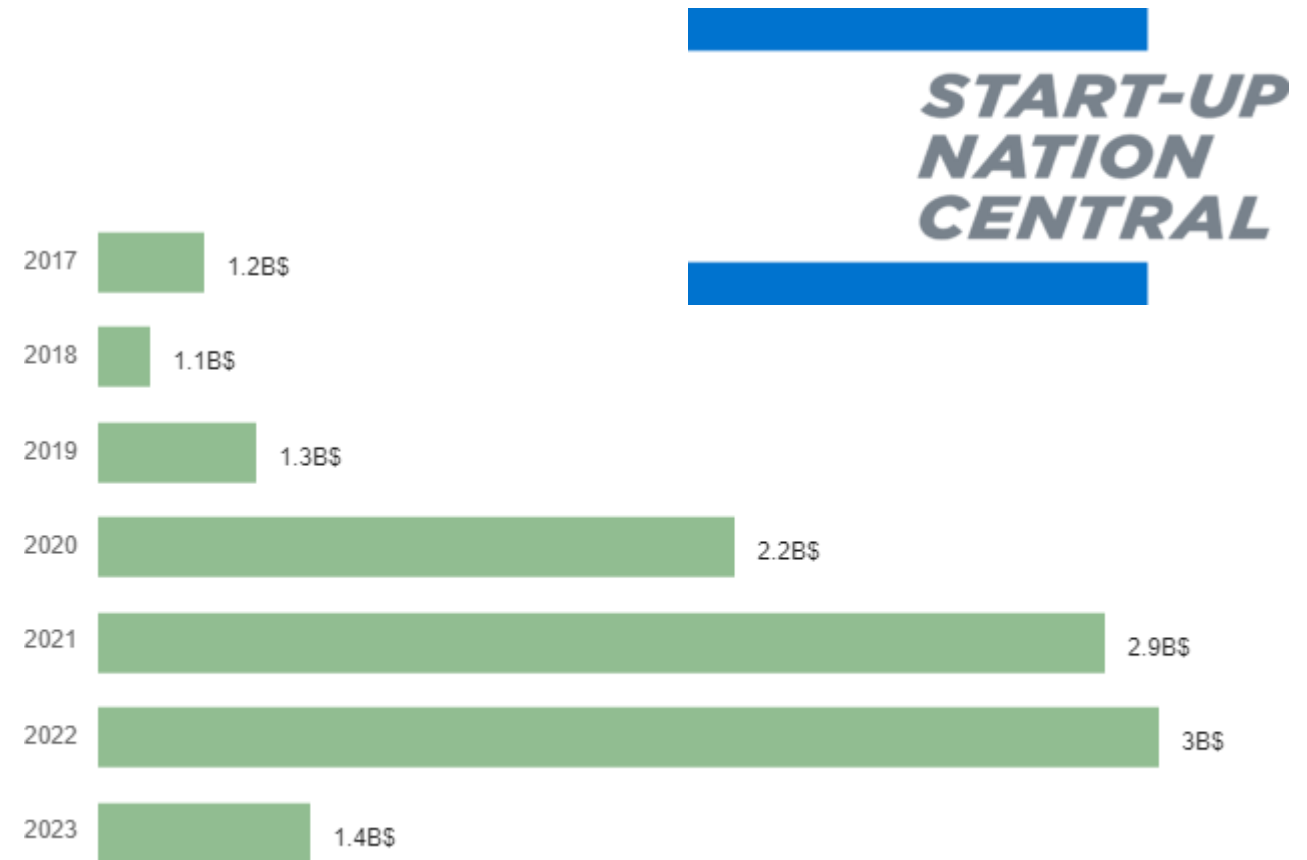
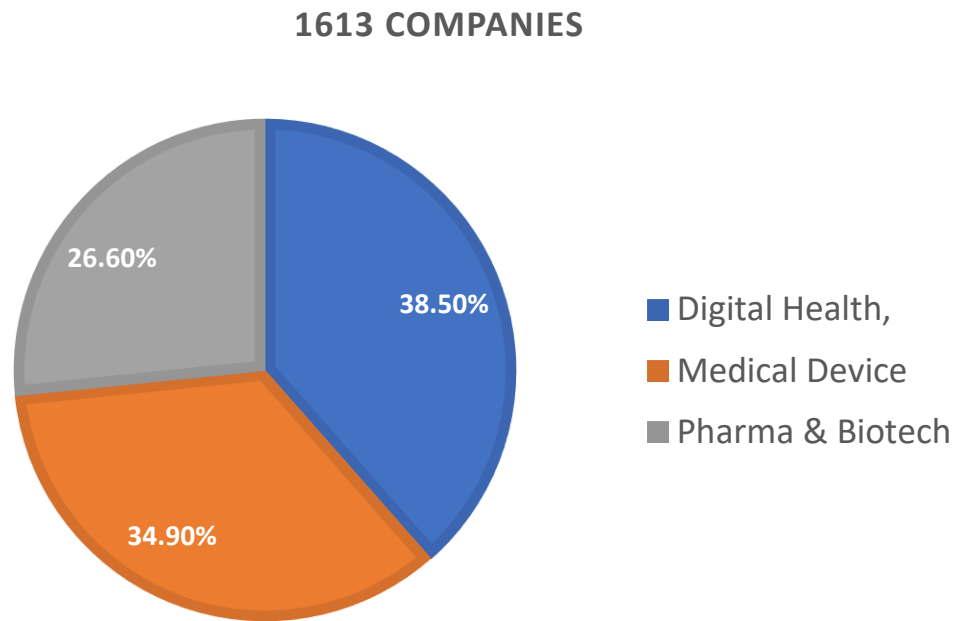
**Fund Raising
from the CEO perspective**

Key Objectives Of Fundraising

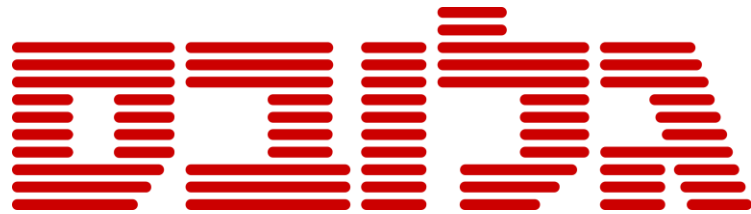


Some Relevant Data

There are 1,613 Health-tech companies in Israel (2023)



Some Relevant Data



סקטור הביומד הישראלי התייבש ב־2023, אך קרנות ההון סיכון אופטימיות להמשך

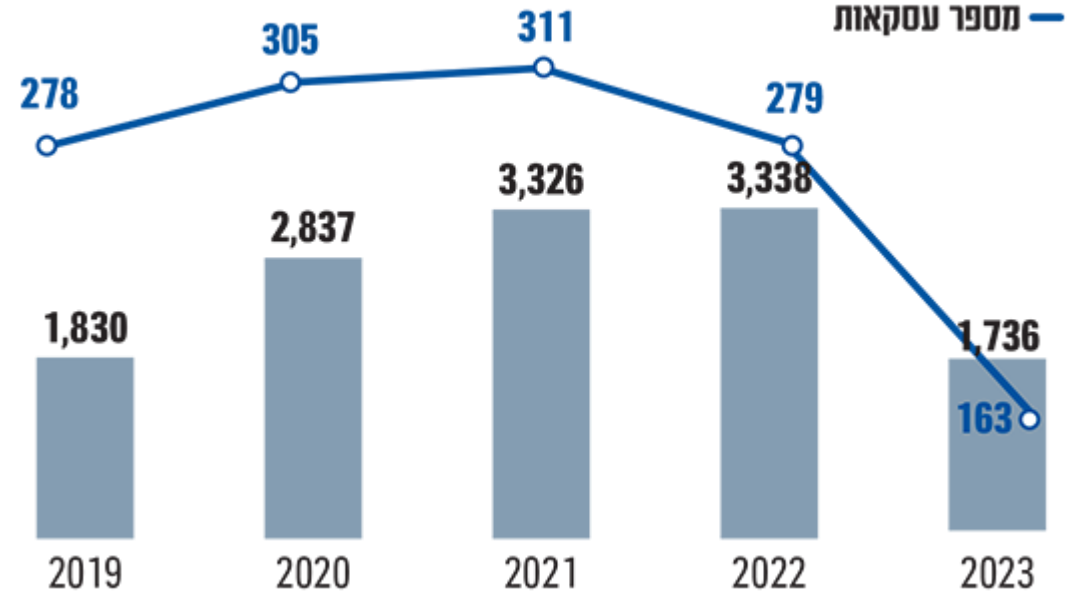
דוח חדש של איגוד תעשיות ההיטק משקף את המכות שספגו חברות הביומד הישראליות ב־2023: גיוסי ההון נחתכו ב־40%, וחלה ירידה של 50% בהקמת חברות חדשות • במבט לכיוון 2024, הדוח צופה את חזרתן של ההנפקות ותולה תקוות בתוכנית של רשות החדשנות לעידוד המוסדיים



גלי יניב 15:22

ב־2023 היקף ההשקעות בביומד ירד דרמטית

גיוסי הון של חברות פרטיות בתחומי מדעי החיים בישראל, במיליוני דולרים



Fundraising - Let's face the Reality

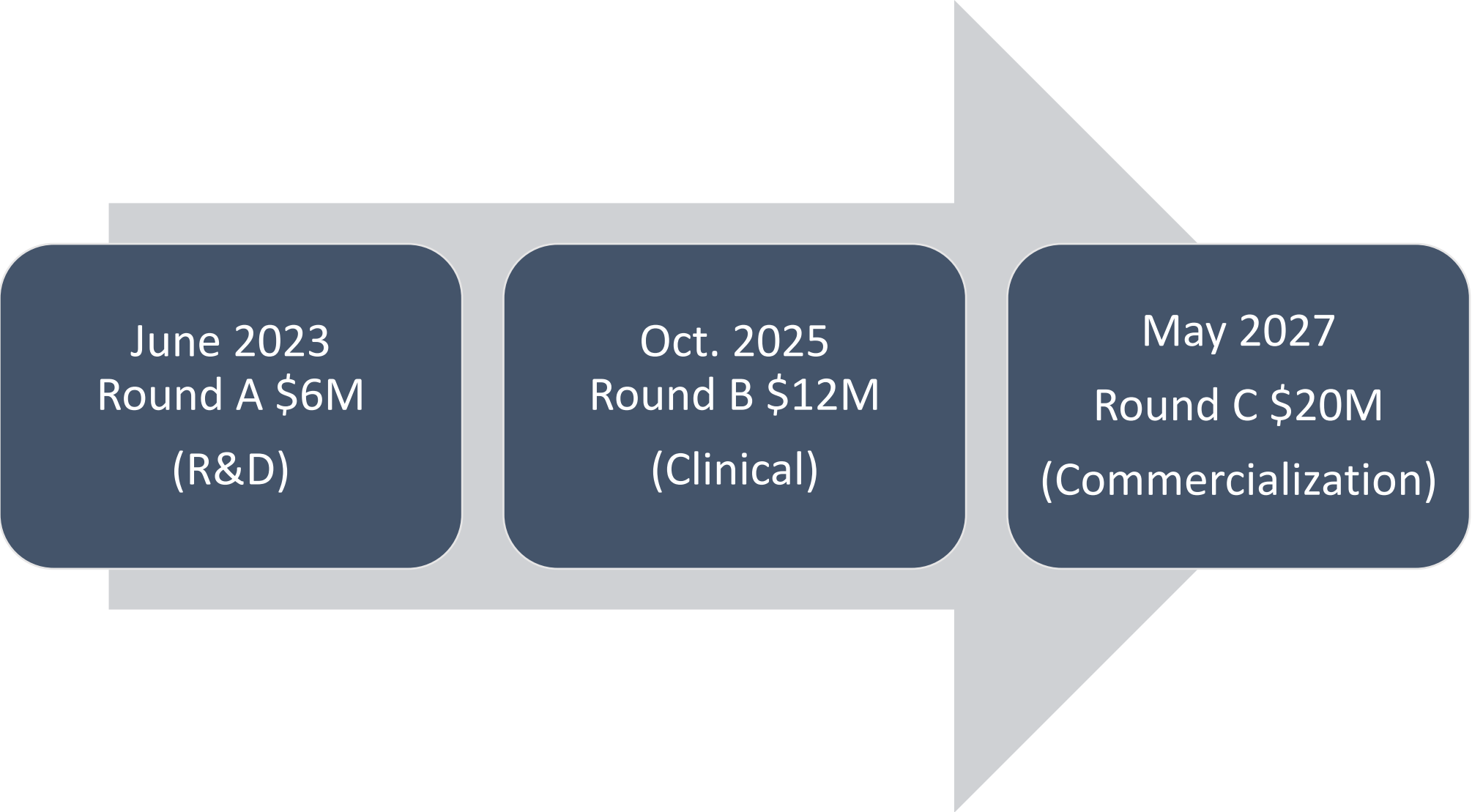
- Takes time and requires patience
- Time-Consuming Process
- Constant Rejections
- Lengthy Diligence Cycles
- Different Investor Mindsets
- Constant Pressures
- Personal Sacrifices



Fundraising - What Is Your Strategy?

- Focus on raising money where your market is
- Focus on Building a Strong Value Proposition
- Engage with Medical Device Investors and Specialized Funds
- Consider Working with a Banker or Placement Agent
- Leverage Milestone-Based Financing
- Prepare Comprehensive Fundraising Materials
- Leverage Industry Connections and Networking
- Be Prepared for Extensive Due Diligence

Not only Business Plan but also Financial Plan



June 2023
Round A \$6M
(R&D)

Oct. 2025
Round B \$12M
(Clinical)

May 2027
Round C \$20M
(Commercialization)

The Investors Point of View

In the current macroeconomic environment, investors in startups have become more cautious and have adjusted their investment criteria to mitigate risks

- Conservative Valuations
- Extended Runway / Clear path to profitability
- Clinical Evidence and Regulatory Pathway
- Strategic Partnerships and Collaborations
- Realistic Timelines and Milestones
- Sustainable business model
- Founders with relevant industry experience / a proven track record

The Two Main Options

1. Act directly to seek, engage and attract investors
2. Use a banker / Financial Advisor



FERGHANA



Hampton



PARTNERS

Act Directly

- Routinely collect lists and info of relevant investors
- Prepare a tracking table and document every interaction
- Visit the investors web-sites and identify who are your key contacts
- Use LinkedIn intensively but smartly
- Record yourself giving a presentation - for training
- Be consistent - build your story across all materials
- Prepare KOL's / User to speak with investors
- Involve your team in preparation and the process
- Try to set a process / time frame with the investors
- Focus only on what you can advance
- Aim for a term-sheet, others will follow

Work with a Banker

- Focus on bankers from your main territory
- Ask others / consult regarding suitable bankers
- Experience in working with Israeli companies - an advantage
- Be transparent and coordinate expectations
- Interview the bankers including "Tough Questions"
- Let them know you are interviewing at least one more banker
- Let your chairman / board interview them before taking a final decision
- Commission of a good banker - 3.5-8% or minimum of \$350K-\$500K

Conclusion

- Validate your fund-raising strategy
- Prepare well your materials and data-room
- Start the process as early as you can
- Use your board and every relevant connection
- Train yourself on storytelling
- Prepare a real-world clinical experience / KOL's to support
- Manage the process and document it
- Focus on the leader
- Realistic Optimism
- Use a banker if you need to raise tens of millions

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XTENSIONS™**

**THANK YOU &
GOOD LUCK**

Ronen Castro

