

Lightning Pitch Submission Guidelines and Instructions (3-5 minutes)

The Lightning Pitch video submission is the entry point to Biolocity's funding cycle. Each team is allotted up to 5 minutes for their submission. The Biolocity team and Oversight Committee will review your Lightning Pitch based on the following criteria:

- Validity of unmet clinical need
- Competitive landscape
- Current and future market dynamics
- Strength and nature of intellectual property
- Addressability of regulatory risk
- Nature of reimbursement landscape
- High probability of attracting follow-on funding within 2-3 years of receiving an award

Remember: The Oversight Committee comprises clinical, industry, regulatory, investment, and entrepreneurial veterans with relevant technology and medical expertise, along with partner university technology transfer advisers. An audience with diverse expertise should understand your Lightning Pitch.

The Biolocity team will inform teams by **February 7, 2025**, whether their project has been selected to advance in our funding cycle. Project teams selected to advance will be invited to submit a full proposal by **April 1, 2025**.

General Overview and Guidelines

Problem Statement: 45-60 seconds

Solution Overview: 60-90 seconds

Competitive Landscape: 30-45 seconds

Market Dynamics: 45-60 seconds

Team Expertise: 30-45 seconds

Please use these guidelines to create your presentation, but utilize your own discretion on how best to craft your narrative. The below guidelines are recommendations, not absolute rules.

Format: mp4

Length: 3-5 minutes

Submission Portal: Upload to Airtable (<https://bit.ly/2025BiolocityROI>)

File Name Convention: PI Name_Biolocity_LightningPitch

Note: External reviewers may evaluate your submission. Please do not include confidential information in your letter of intent or lightning pitch submission. If you are unsure what information may be considered confidential, please contact your tech transfer office or the Biolocity Team.

Detailed Overview with Examples

Problem Statement (45-60 seconds)

Key Objective: Define the unmet clinical need.

Instructions:

- Clearly state the medical problem you're addressing.
- Include supporting data (e.g., statistics on patient outcomes, disease prevalence, or current inefficiencies in existing treatments).
- Emphasize the urgency or significance of the problem to patients, healthcare providers, or the healthcare system at large.

Example Prompt: “In [disease/condition], [X] number of patients experience [specific issue], leading to [negative impact], costing the healthcare system [dollars/time/resources]. However, current solutions fall short because [specific reason].”

Solution Overview (60-90 seconds)

Key Objective: Present your innovative solution and how it addresses the identified problem.

Instructions:

- Describe your product, technology, or process, emphasizing its novelty or unique approach.
- Focus on how it resolves the problem better than current alternatives.
- Highlight any relevant scientific or clinical evidence that supports the solution's effectiveness.
- Mention your IP status (invention disclosure filed, provisional patent application filed, patent granted, etc.)

Example Prompt: “Our solution, [product/technology name], is designed to [specific function] and addresses [key problem] by [innovative approach]. In early trials/research, we've seen [outcome, i.e., a significant reduction in treatment time, costs, side effects, etc.].”

Competitive Landscape (30-45 seconds)

Key Objective: Identify competitors and explain how your solution stands out.

Instructions:

- Briefly mention the current solutions on the market and any upcoming technologies.
- Explain what differentiates your product from competitors (e.g., better efficacy, cost savings, easier adoption, etc.).
- Address any potential barriers to market entry and how you will overcome them.

Example Prompt: “While competitors like [competitor names] focus on [specific solutions], our approach differentiates itself by [key unique feature], providing [additional value to patients/providers].”

Market Dynamics (45-60 seconds)

Key Objective: Illustrate the market opportunity and future demand.

Instructions:

- Define the total addressable market (TAM) and projected growth.
- Highlight any relevant trends in healthcare, regulations, or reimbursement that support the need for your innovation.

Example Prompt: “The market for [disease/condition] treatments is expected to grow from [current value] to

[future value] by [year], driven by [factors like aging population, regulatory shifts, new reimbursement strategies, etc.]. Our solution is positioned to capture [X]% of this market because [reason].”

Team Expertise (30-45 seconds)

Key Objective: Build credibility by showcasing the team’s ability to execute the project.

Instructions:

- Introduce key team members, focusing on their experience in relevant fields (e.g., biotech, medtech, clinical practice, business development).
- Highlight past successes, unique skill sets, and previous work in launching or scaling medical innovations.
- Mention any advisory board members or partnerships with reputable institutions.

Example Prompt: “Our team includes [names and roles], with over [X] years of combined experience in [fields]. Notably, [name] led the successful development of [similar product/technology], while [name] brings expertise in [specific area]. Our advisory board includes leaders from [institutions].”

Additional Tips

Keep it concise: Each section should be clear and to the point to maintain the viewer's attention.

Visual aids: Incorporate relevant visuals or charts to support data-heavy points, particularly for the problem and solution areas.

Storytelling: Frame the pitch to flow naturally, from identifying the problem to introducing the team.

End with a Call to Action: In the last 10-15 seconds, summarize why your innovation matters and what you’re seeking (e.g., investment, partnerships).

Please contact Biolocity personnel at Biolocity@gatech.edu with any questions on the Lightning Pitch submission process.