

MEDISO Global Pitch 2023

Application Guidelines



1. OVERVIEW

MEDISO Global Pitch ("This Program" hereafter) aims to support Japanese medical venture companies and academic institutions / academics that plan to expand their business overseas. In FY2023, two programs will be implemented: the U.S. Program and the Europe Program.

The U.S. Program aims to support Japanese medical venture companies and academic institutions / academics that plan to expand their business to the United States. The program includes several months of "Mentoring" to improve the quality of propositions for the U.S. companies and to improve business strategies for U.S. expansion, a "First Pitch Event" for pharmaceutical companies (including medical devices), and a "Second Pitch Event" for U.S. VCs.

The Europe Program is designed to support Japanese medical venture companies and academic institutions / academics that plan to expand their business into Europe. The Program will implement the "Orientation for Demo Day" to improve and practice their presentation, a "Demo Day" for EU VCs, and "Mentoring and follow-up support" to identify three areas of business in which delegates need to improve and gain more confidence for their products to compete in local and international markets.

This program is managed by MEDISO¹, the Medical Innovation Support Office commissioned by the Ministry of Health, Labour and Welfare, with Mitsubishi Research Institute serving as the secretariat ("Secretariat" hereafter). The U.S. Program is implemented in cooperation with Johnson & Johnson Innovation LLC² ("JJI" hereafter), and the Europe Program is implemented in cooperation with Oxentia Ltd³.

In principle, the program will be conducted in English, although Japanese will be used in some parts of this program.

¹ <https://mediso.mhlw.go.jp/en/>

² <https://jninnovation.com/home>

³ <https://www.oxentia.com/>

2. Details of the U.S. Program

2.1 Mentoring

Several months of mentoring with the aim of improving skills in connecting and making proposals to US pharmaceutical companies (including medical devices) and VCs. Secretariat and JJI representatives will be assigned to each participant to provide mentoring on an individual basis.

The mentoring will take place online.

2.2 First Pitch Event

After a series of mentoring sessions, Participants will present their proposals to JJI and JJI affiliates. The evaluation and feedback will be made on the technologies, business strategies, and proposals of each participant from the perspective of the business firms⁴.

This pitch event takes place online and is closed to the public.

2.3 Second Pitch Event

Participants will present their proposals to U.S. VCs that will be recruited through the connections that the secretariat and JJI have. Participants will be able to receive evaluation and feedback from the VCs. In addition, individual matching will be conducted upon request from the VCs.⁵

This pitch event takes place online and is closed to the public.

2.4 Schedule

Timeline	Contents
Sep. 2023	Mentoring (Approximately 4 sessions in total are planned)
Oct. 2023	
Nov. 2023	
Dec. 2023	
Jan. 2024	First Pitch Event
Feb. 2024	Second Pitch Event

※The schedule is based on current assumptions and is subject to change.

⁴ Depending on the progress of the participants in improving their proposal skills, participation in the pitch events may be disallowed if the Secretariat determines that it is difficult for the participant to present their proposals.

⁵ Individual matching with VCs at the request of participants will not be carried out.

3. Details of the Europe Program

3.1 Orientation for Demo Day

An evening session will be delivered by Oxentia in Japanese. This will allow participants to understand fully all the elements and aims of the program, set expectations, and promote social bonding between participants.

In this session Oxentia will also provide tips based on the fundamental principles of effective business pitching. Good and bad examples drawn from Japanese life science SMEs will be used as case studies to exemplify current good practice and mistakes to avoid.

3.2 Demo Day

Participants will pitch to a panel of Judges, and they will receive scoring, feedback, and evaluation from the judges and also external audiences following the event remotely.

3.3 Mentoring and follow-up support

Oxentia will provide continued mentoring and support after the Global Pitch Event. Oxentia will provide 60 to 90-minute remote sessions. Topics for the follow-up sessions include:

- Business planning (globalisation)
- Financial management
- IP strategy
- Pivoting (business portfolio management)
- Team building (operations)
- Negotiation and deal-making.

3.4 Schedule

Timeline	Contents
Sep. 2023	Orientation for Demo Day
Oct. 2023	Demo Day
Nov. 2023	Mentoring and follow-up support
Dec. 2023	

※The schedule is based on current assumptions and is subject to change.

4. Recruitment of participants

4.1 Eligibility

Participants of this programs should meet all of the following requirements (1) – (6). Applicants who do not meet the eligibility requirements will be excluded from the review process.

- (1) Be ventures or academic institutions / academics developing pharmaceuticals, medical devices, regenerative medical products, or platform technologies subject to the PMDA Act : Pharmaceutical and Medical Device Act in Japan.
- (2) If participants have already established a business, it must be registered in Japan. If participants are in academia, they must be affiliated with a Japanese university.
- (3) Have a serious intention and Enthusiasm to expand their business to the U.S./Europe, or must already be working on it.
- (4) Must be able to communicate adequately in English.
- (5) Must not yet have products on the market in the U.S./Europe.
- (6) Must comply with the "Terms of Participation".

The U.S. Program particularly welcomes the pharmaceutical assets and novel science & technologies⁶ addressing high unmet medical needs in the following fields:

- Oncology
- Neuroscience
- Retinal disease
- Lung fibrosis / Pulmonary arterial hypertension
- Immunological diseases
- Platform technology including delivery technology

The Europe Program welcomes all disciplines and technologies.

⁶ Applications will be accepted even if they do not meet any of the fields and technologies listed.

4.2 Program capacity

- U.S. Program: About 4 applicants to be selected
- Europe Program: About 8 applicants to be selected

4.3 Participation Fee

Free⁷

4.4 Schedule of recruiting

- Application Deadline: Wed., August 23, 2023, at 5:00 p.m. (JST)
- Notification of Results: early September 2023.

4.5 How to apply

Please download the application form from MEDISO official website. Please complete the form, including information concerning the business concept, business plan, technologies etc., and submit the secretariat via e-mail⁸.

- Email Address : mediso_gp@ml.mri.co.jp
- Email Subject : MEDISO Global Pitch application

4.6 Selection of participants

Document screening will be conducted, and inquiries may be made by this program organizer as necessary⁹.

Selection criteria:

- (1) Unmet needs, uniqueness, novelty, differentiation and superiority of technology or business plan
- (2) Feasibility and viability of technology or business plan
- (3) IP strategy
- (4) Growth potential/need for support under this program
- (5) Skillful team members
- (6) Time to POC/Market

⁷ Expenses associated with program participation such as for accommodation, transportation and meals, and other such expenses will be borne by the participant.

⁸ You can apply to both the U.S. and EU programs at the same time with one application form.

⁹ Inquiries regarding the review process, results, or other details of the review process will not be accepted.

5. Terms of Participation

- Participants in this program must participate in mentoring and all pitches that take place during this program.
- All participants must disclose only non-confidential information for participating in this program. Information disclosed by participants to the Secretariat and others, as well as information made available to the public through this program, shall be disclosed under the responsibility of the participant. Particular attention should be paid to the handling of intellectual property.
- Participation in this program is limited to those who belong to the venture company that applied (in the case of academia, only those who belong to the laboratory, co-researchers, and co-founders (including prospective co-founders)). However, this does not apply if permission is granted by the secretariat.
- The participant shall consent to the disclosure by the secretariat of the name of the participating company (in the case of academia, the name of the university or laboratory, etc.), outline of initiatives, and other information.
- Participants shall cooperate with various questionnaires and surveys on this program conducted by the secretariat during and after this program period.
- Information related to this program or Secretariat, JJI, Oxentia, or other participants that you see when participating in this program must not be divulged to outside parties. However, this does not apply to information that is public knowledge. Upon participation in the program, a written pledge stipulating confidentiality obligation, etc., shall be submitted to the secretariat.
- Participants in the Program must fully understand the purpose and objectives of the Program, actively engage in the Program until the end, and cooperate in the operations of the Program, including the provision of various submissions and information.
- Participants should understand that this program is a public assistance program. Participants should not make any advocacy from the secretariat, the Ministry of Health, Labor and Welfare, or other relevant parties as if the participant's technology is being evaluated or legal compliance is being guaranteed.
- Participant should agree that the Secretariat may terminate the

Participant's participation in the Program, including after the start of the Program, if it becomes apparent that the Participant's participation in the Program is inappropriate or may cause difficulties in the operation of the Program, as determined by the Secretariat.

6. Inquiries

MEDISO (Medical Innovation Support Office)

Mitsubishi Research Institute, Inc.,

E-mail: mediso_gp@ml.mri.co.jp