

# Marketing & Networking

Mary Canady

[comprendia.com/labtolaunch](http://comprendia.com/labtolaunch)



Lab to Launch – San Diego

# Comprendia & SDBN, Est. 2008

- Founder: [Mary Canady, Ph.D.](#)
  - 10 yrs at bench & computer
  - 10 yrs marketing & business development
    - Large (Life Technologies, EMD Millipore) & small biotech/life science
  - 4 yrs Social media
    - Established biotech & science thought leader
      - Quoted in GEN, C&EN, BIO
    - Campaigns with 8 companies
- What We Do
  - Life science strategic & tactical marketing
  - Leverage network of 20,000
  - Help companies & individuals build networks



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# Marketing: Your Product is the Company!

- **Based on strong research**
  - Market, Customer, Competition
- **Position company**
  - Reason why investors, employees, & customers will be interested
- **Package company**
  - Logo & Branding
  - Website: make your co. accessible
  - PowerPoint Template & Content
  - Communicate your value
- **Network & Grow**



# Research, Research, Research

- Your scientific background, should help, right?
- A good marketer has a plan, including
  - Market size
  - Customer profile & their pain
    - Your product will 'relieve' it
  - Product description
  - Competitive analysis
  - Sales forecasting
  - Schedule
  - Budget



# Positioning Your Company

- What is your value to customers with respect to your competitors?
- What sets your company apart?
  - Expertise
  - Technology/Intellectual Property
  - Access to reagents
- Brainstorm, write down & communicate your company's *positioning statement*
  - Example: “We are the unique source for stem cell reagents based on our proprietary technology, which speeds research by eliminating several time consuming steps”
- Your positioning statement can be more compelling to investors than your mission statement



# Essential Packaging

- Company Name
  - URL available?
  - Google searches & alerts
- Logo and branding
- Website
- PowerPoint Presentations
  - Content
  - Branded, Professional Template
- Technology diagrams
- Get help through outsourcing &/or Templates
  - Money spent will be a very small fraction of the money you'll raise



# Essential Packaging: Logo

- A good logo can bring your company together
  - Style guide: unify all marketing materials
- Things to Consider
  - Logotype (text)
  - Icon/Symbolism
    - Mix with logotype or keep separate?
  - Descriptor or Tagline
    - Short text describing your company
  - Colors
  - Uniqueness
  - Logistics
    - Consider the full package with respect to print & online materials, as well as promotional items

The logo for Illumina, featuring the word "illumina" in a lowercase, sans-serif font. To the right of the text is a graphic of several small orange dots arranged in a pattern that suggests a DNA microarray or a cluster of cells.The logo for Active Motif, featuring the words "ACTIVE" and "MOTIF" in a purple, uppercase, sans-serif font. Between the two words is a stylized icon consisting of two overlapping, three-dimensional rectangular blocks, one purple and one orange.The logo for Millipore, featuring a large, stylized letter "M" in a dark teal color. To the right of the "M" is the word "MILLIPORE" in a smaller, blue, uppercase, sans-serif font. A small "TM" trademark symbol is located to the left of the "M".The logo for Ambit Biosciences, featuring a blue, stylized triangular icon composed of three curved lines. Below the icon is the word "ambit" in a lowercase, blue, sans-serif font, and below that is the word "BIOSCIENCES" in a smaller, blue, uppercase, sans-serif font.The logo for AutoGenomics, featuring a stylized "AG" monogram in orange and blue. Below the monogram is the word "AutoGenomics" in a white, sans-serif font, set against a black square background.

# Essential Packaging: Website

- Who are you?
- Why are you here?
- Your website is your single most important marketing tool
- Don't go for anything fancy
  - Flash, etc. not needed for most small co. websites
- Think about Search Engine Optimization (SEO) early...why not?
- Social media strategies should also be incorporated early (e.g., blog)
- Free tools such as WordPress & Google Apps can help greatly





# Networking Essentials

- LinkedIn
  - Complete resume for all employees
  - Company page
  - Join groups & share
- Twitter
  - Have a presence, find content & share
  - Engage biotech influencers, peers, journalists
- Attend local and global events

*Don't forget...etiquette*



# Local Networking

- Website: Learn about region & opportunities
  - [News](#): who has \$ to spend?
  - [Directory](#) of 400+ companies
  - New [jobs](#) posted daily
- Monthly Events
  - Volunteer
  - Attend
  - Sponsor
  - Connect
- [LinkedIn group](#): 7600+ members
  - Search & contact (see [Video](#) or demo)
  - Post news
- [Facebook page](#)
  - Get community updates

# Thank you!



Presentation and links available at [comprendia.com/labtolaunch](https://comprendia.com/labtolaunch)

# San Diego Professional Societies

Name	Events & Description	Focus	Who
<a href="#">Sino-American Biomedical &amp; Pharmaceutical Professionals Association</a>	Great symposia, top speakers.	Drug discovery, development, diagnostics, outsourcing.	Asian life scientists, but all welcome.
<a href="#">American Chemical Society</a>	Big name national organization, good speakers.	Focus: Drug discovery, industrial chemistry.	Chemists, all welcome.
<a href="#">San Diego Entrepreneurial Exchange</a>	Bimonthly events focused on funding, legislation, startups.	Entrepreneurs, drug discovery, green tech.	Entrepreneurs in any life science area.
<a href="#">Association for Women in Science</a>	Events, mentoring, volunteering.	Career growth.	Women in science, mathematics, engineering and technology, all welcome at some events.
<a href="#">Oxbridge Biotech Roundtable</a>	Newly founded (see next slide)	Academic-industrial connections.	Academic entrepreneurs.
<a href="#">ScienceOnline SoCal</a>	New website--first events early next year with SDBN.	Online science, science communication, open science, social media.	Bloggers, educators, scientists.

List on right sidebar of <http://sdbn.org>