



For ethical, accurate drug development

- Technology application should fall within the remit of the EIC
- Innovative, disruptive, scalable
- Company should be at a suitably mature stage
- Refining your company story can take time and may change
- If you can't explain what you're doing to a 10 year old child in 60 seconds you don't have a clear story
- Smell test

- Consultant
- Myriad Associates Marc Greatrex, Loren Olsen
- Work with them as it is you who will need to defend the project at interview
- EIC system complexities and idiosyncrasies
- Develop a sense of who your audience are

- Be willing to take feedback from everyone
- But from this you need to form a unified, believable story that fits with your vision
- This part is painful!

- Drill the interview process work with as many people as possible
- Make sure your team knows exactly what they need to communicate and how to communicate it.
- Content, style body, language
- Be willing to take feedback here.
- Work with those who are most critical if you feel the criticism is fair.
- This will also be painful!

- If you are successful be willing to review the plan in light of your current funding etc. situation
- EIC are business savvy
- The more money you have the quicker you spend it!

- If you're not successful look at why – bad luck, lack of vision, inability to communicate
- Develop a feel for what you're good at and not so good at
- There's no such thing as failure if you're doing something hard.



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Thank
you!