

## **國科會 NSTC X 美國 BIO 2024 徵案說明**

一、展覽日期：2024/6/3 (一) ~ 2024/6/6 (四)

二、展館地點：美國聖地亞哥會議中心(San Diego Convention Center)

三、BIO 簡介：

北美生物科技產業展(BIO International Convention)為生物技術產業發展協會(Biotechnology Industry Organization)每年於美國舉辦。2023 年參展廠商超過 1,540 家，吸引 20,559 位生技業專業人士來訪，並舉辦近 57,044 場策略合作洽談會議。是全球最大規模的國際性生物科技產業展覽，堪稱全球生技界之年度盛事。

四、參與主題：智慧醫療產學聯盟推動計畫辦公室將協助遴選，以生醫製藥、精準健康、精準醫療為主題之生醫技術團隊/公司。

五、參展福利：提供 US BIO 攤位、裝潢、參展證等補助。並透過實體參展、Start-up Stadium、One-on-One Partnering Meeting、國科會舉辦的媒合論壇和國內外媒體露出等管道，獲得與國際夥伴和創投的合作機會。

六、徵案報名資格：

1. 具成熟產品/服務/技術平台（請說明取證情形或臨床時程規劃）。
2. 具備國際業務拓展之經驗（如訂單商洽、投資合作），與藥廠等策略夥伴合作的具體規劃。
3. 已完成報名 Start-up Stadium(SUS)（須符合 BIO 徵案標準，請詳附件一）。（申請參展時，請上傳已完成報名之截圖）

Start-up Stadium 報名網址：<https://www.bio.org/events/bio-international-convention/start-stadium-2023>

4. 曾獲國科會相關計畫培訓、補助或獎項，或公司登記於科學園區內佳。
5. 參展產品、技術或服務需扣合 US BIO 大會聚焦技術，應用技術可包括以下徵展領域：

序號	領域/技術	序號	領域/技術
1	生醫製藥	5	次世代生物醫療
2	腦部健康醫療	6	腫瘤學
3	細胞與基因療法	7	治療平台
4	數位醫療	8	免疫學

七、報名網址：<https://reurl.cc/q07Qzn>

八、收件截止日：**2024/1/29 (一) 17:00 前**

(1) 請完成線上報名表單填寫。

(2) 請將 **Pitch Deck 英文簡報**和**已完成報名 Start-up Stadium 的截圖資料**，

上傳至報名網址，由本計畫辦公室進行初步資格確認。

九、徵選辦法：

本次預計徵選 16~20 家團隊，備取 5 家為原則。團隊需於

**2024/1/29(一)17:00 前**，完成繳交 Pitch Deck 英文簡報，內容須包括以下三

項：**(1)技術新穎性與成熟度 (2)參展行銷目標及策略 (3)參選簡報**。詳細評

選項目及配分如下：

評選項目	評選說明	配分
1.技術新穎性與成熟度	<ul style="list-style-type: none"> <li>市場發展性及可行性，認證、智財保護或臨床試驗階段、可上市速度等相關資料或時程規劃。</li> <li><b>解決醫療的痛點與應用。</b></li> <li>業務經營與市場拓展及海外布局之現況或規劃。</li> <li>獲獎補助或得獎紀錄。</li> </ul>	30
2.參展行銷目標及策略	<ul style="list-style-type: none"> <li>展前、展中及展後之行銷策略與實施方式，及拓銷國外市場之計畫及作法。如：<b>預期與藥廠/大廠等合作夥伴合作規劃。</b></li> <li><b>參展目標訂定：預計完成媒合洽商場次(大會one on one partnering系統至少10家)、攤位參觀/洽談/尋求合作(代理/技轉)家數及對象、訂單等具體目標設定。(可參考附件二、2023年US BIO參展商名單)</b></li> </ul>	50
3.參選簡報	<ul style="list-style-type: none"> <li>英文簡報的題目扣合大會聚焦主題、內容是否符合新創競賽Start-up stadium(SUS) Pitch Guide，對於SUS是否有優勢可得獎。</li> </ul>	20
總分		100

十、報名及審查時程：

時間	項目
2024/1/2(二)	啟動徵展
2024/1/19(五)	辦理徵展說明會 報名網站： <a href="https://reurl.cc/97zpkO">https://reurl.cc/97zpkO</a> 報名截止日：1/17(三) 17:00 止
2024/1/29(一) 17:00	徵展報名截止
2024/2/7(三)~2024/2/20(二)	委員審查
2024/3/1(五)	公告入選名單

十一、團隊於提交報名資料後，視為同意接受相關報名規範，如發現有違反規定、報名資格或身份等資訊不實之情事，本計畫辦公室得取消其參展資格。

十二、展後效益追蹤：為確實瞭解參展廠商的參展情形，主辦單位將請參展廠商於返國後 1 週內繳交展後報告(四天完整的與會名單及預估效益)，並配合展後 2 年之成效追蹤。作為日後辦理國際展覽之參考，以期發揮參展效益。

十三、本計畫辦公室保留隨時修改、變更、暫停或終止本活動內容之權利，若有其他未盡事宜，悉依本計畫辦公室之相關規定或解釋。

十四、若有關於徵案問題，逕洽計畫辦公室窗口：郭小姐 /KuoAriel@itri.org.tw /(03)5917002 ；蔡小姐 /angelicatsai@itri.org.tw /(03)5914361 。

十五、隨時掌握更多訊息，本次美國 BIO 2024 即時資訊以展會官網公告為主：  
<https://www.bio.org/events/bio-international-convention>

## 附件一、Start-up stadium (SUS) Pitch Guide



Events  
International  
Convention

June 3-6, 2024  
San Diego, CA



### START-UP STADIUM APPLICATION PITCH GUIDE

Your presentation application slide deck should cover the seven reference sections below (utilizing them as a guide), in 20 slides or fewer. You DO NOT have to answer each question individually. Please contact [program@bio.org](mailto:program@bio.org) if you have any questions.

#### TYPICAL REQUIREMENTS FOR APPLICANTS

- ✓ Raised less than \$10 million since inception
- ✓ Fewer than 20 full-time employees
- ✓ Previous business pitch or competition experience
- ✓ Must not be a previous BIO Start-Up Stadium winner

#### 1) OVERVIEW

- a) What does the company do? Focus? Purpose?
- b) What is unique about the company?
- c) What big problem does it solve?
- d) How big is the market opportunity?
- e) What are the roles of the senior management team?

#### 2) PRODUCTS AND SERVICES

- a) Where did the technology originate?
- b) Why do consumers care about your product or technology?
- c) What are the major product milestones? Current stage of development?
- d) What is the mechanism-of-action?
- e) What are the key differentiated features of your product or service?
- f) What key intellectual property does the company have?

#### 3) FINANCIALS

- a) What are the company's five-year projections?
- b) What are the key assumptions underlying your projections?
- c) How much equity/debt has the company raised; what is the cap structure?
- d) When will the company get to profitability?
- e) What are the key metrics that the management team focuses on?

#### 4) BUSINESS MODEL

- a) What is your pricing model?
- b) How do/will you compete with respect to price and performance?
- c) What partnerships are needed to be successful?
- d) Are there any proofs of reimbursement/revenue for your product or technology?

#### 5) COMPETITION

- a) Who are the company's competitors? Current or future.
- b) What gives your company a competitive advantage?
- c) What advantages does your competition have over you?
- d) What are the barriers to entry?

#### 6) GROWTH AND RISKS

- a) What early traction has the company achieved?
- b) What are the reasons for the early traction and how can it be accelerated?
- c) What are the principal risks to the company?
- d) Are there any product liability risks?

#### 7) EXIT STRATEGY

- a) What is your presumed exit for the company's initial investors? IPO? Acquisition?

網站：<https://reurl.cc/RW1Zlx>

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Large BioPharma Therapeutic Focus

		Johnson & Johnson	Pfizer Inc.	Roche Holding Ltd	AbbVie, Inc.	Bayer AG	Novartis AG	Merck & Co., Inc.	GSK plc	Bristol-Myers Squibb Company	Sanofi	AstraZeneca PLC	Takeda Pharmaceutical Co. Ltd.	Eli Lilly and Company	Gilead Sciences, Inc.	Amgen Inc.	Merck KGaA	Novo Nordisk A/S	Regeneron Pharmaceuticals, Inc.	Astellas Pharma Inc.	Biogen Inc.
Onco	Any Indication	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X		X	X	
Immunology	Arthritis	X	X	X	X		X	X	X	X				X		X			X		X
Immunology	Psoriasis		X	X	X			X		X				X		X			X		X
Immunology	Other Indications	X	X	X	X		X	X	X	X	X	X		X		X			X		X
Infectious Disease	Antibacterials	X		X				X	X												
Infectious Disease	Antifungals							X													
Infectious Disease	Antivirals	X		X				X	X						X				X		
Infectious Disease	Vaccines	X	X	X				X	X		X	X			X				X		
Neurology	Pain			X	X			X		X				X		X		X	X		X
Neurology	Neurodegeneration	X		X	X		X	X	X	X	X		X	X		X	X	X			X
Neurology	Other Indications	X		X	X		X	X		X	X		X	X		X		X	X		X
Psychiatry	Schizophrenia	X		X	X		X			X						X					X
Psychiatry	Depression	X		X	X		X			X						X					X
Psychiatry	Other Indications	X		X	X		X			X						X					X
Cardiovascular	Hypercholesterolemia	X	X			X				X	X								X		
Cardiovascular	Hypertension	X	X			X	X	X		X	X						X		X		
Cardiovascular	Heart Failure	X	X			X	X	X		X	X	X		X			X	X	X		
Cardiovascular	Other Indications	X	X			X	X	X		X	X	X		X			X		X		
Endocrine	T2 Diabetes		X					X			X	X		X			X	X			
Endocrine	T1 Diabetes										X			X				X	X		
Endocrine	Other Indications		X															X			
Metabolic	Obesity	X	X				X	X						X			X	X			
Metabolic	NASH	X	X					X	X			X	X	X				X			
Metabolic	Rare Genetic Disorders		X					X			X		X					X	X	X	
Metabolic	Other Indications							X			X		X						X		
Respiratory	Asthma										X	X							X		
Respiratory	COPD								X		X	X									
Hematology	Coagulation					X	X			X						X			X		
Hematology	Other Indications	X				X	X			X	X		X			X			X		
Gastrointestinal	IBS				X																
Gastrointestinal	Crohn's				X						X			X					X		
Gastrointestinal	Ulcerative Colitis				X						X			X					X		
Gastrointestinal	Other Indications				X						X		X	X					X		
Ophthalmology	Any Indication	X		X	X	X													X	X	
Allergy	Any Indication						X														
Dermatology	Any Indication	X		X			X				X			X					X		
Renal	Any Indication	X	X			X			X		X	X	X	X				X			
Other	Novel Drug Platform	X		X								X					X	X			
Other	Molecular/Cellular Diagnostics	X	X	X				X		X							X				
Other	Non-Molecular Diagnostics	X	X	X																	