

## 國科會 NSTC X 美國 BIO 2024 徵案說明

一、展覽日期：2024/06/03（一）~2024/06/06（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、業師輔導和商洽媒合等資源。並透過實體參展、Start-up Stadium、One-on-One Partnering Meeting、國科會舉辦的交流活動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），有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://convention.bio.org/program/start-up-s](https://convention.bio.org/program/start-up-stadium)

[tadium](https://convention.bio.org/program/start-up-stadium)

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，應用技術可以包括以下徵展領域：

序	領域/技術	序	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 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>解決醫療的痛點與應用。</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：預期與藥廠/大廠等合作夥伴合作規劃。</li> <li>參展目標訂定：預計完成媒合洽商場次(大會one on on 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)</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



## 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?

十、報名及審查預計時程：

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>



附件二、2023年US BIO參展商名單

網站：<https://reurl.cc/RW1Zlx>



Large BioPharma Therapeutic Focus

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		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 AS	Regeneron Pharmaceuticals, Inc.	Asilex Pharma Inc.	Biogen Inc.
Oncology	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		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		X
Infectious Disease	Antibacterials	X		X				X	X												
Infectious Disease	Antifungals							X													
Infectious Disease	Antivirals	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		
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		X
Psychiatry	Schizophrenia	X		X	X		X		X	X						X			X		X
Psychiatry	Depression	X		X	X		X		X	X						X			X		X
Psychiatry	Other Indications	X		X	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
Cardiovascular	Other Indications	X	X			X	X	X		X	X			X				X			X
Endocrine	T2 Diabetes		X							X	X			X					X		X
Endocrine	T1 Diabetes						X			X	X			X					X		X
Endocrine	Other Indications		X							X				X					X		X
Metabolic	Obesity	X	X				X	X						X					X		X
Metabolic	NASH	X	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		X
Respiratory	Asthma									X	X										X
Respiratory	COPD							X		X	X										X
Hematology	Coagulation					X	X			X						X					X
Hematology	Other Indications	X				X	X			X	X				X						X
Gastrointestinal	IBS			X						X	X					X					X
Gastrointestinal	Crohn's			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						X		X
Allergy	Any Indication						X														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												X					



# Call for Proposals

June 3-6, 2024  
San Diego Convention Center,  
California

**Bio**  
International  
Events  
Convention

為提升臺灣生醫新創國際競爭力，將帶領團隊前進美國BIO 2024，透過全球最大規模的北美生物科技產業展，爭取產業未來商機和連結全球新契機。誠摯邀請各位企業先進共同參與，攜手赴美開拓商機！  
獲選團隊可獲得**攤位、裝潢、參展證、業師輔導、商洽媒合等豐富資源**，為尋找國際曝光/合作機會/發掘商機的絕佳機會。

徵展至 [2024/1/29\(一\)17:00](https://www.bioconvention.com/2024/1/29) 截止，名額有限，快立即報名。

## 強力 募集

- ◆ 具成熟產品/服務/技術平台，應用領域與US BIO大會聚焦技術相關，包括：1. 生醫製藥；2. 腦部健康醫療；3. 細胞與基因療法；4. 數位醫療；5. 次世代生物醫療；6. 腫瘤學；7. 治療平台；8. 免疫學等
- ◆ 具國際業務拓展之經驗，請詳述與藥廠等策略夥伴合作的具體規劃。
- ◆ 須完成報名 Start-up Stadium
- ◆ 曾獲國科會相關計畫培訓、補助、獎項，或公司登記於科學園區內佳

徵展說明會 ↓  
(1/17報名截止)



Start-up  
Stadium ↓



徵案報名表 ↓  
(1/29報名截止)

