

PLATELET BIOGENESIS PARTNERS WITH NATIONAL HEART LUNG AND BLOOD INSTITUTE TO HELP NEW INVESTIGATORS PERFECT THEIR PITCH!

CAMBRIDGE, Mass. (March 24, 2017) – Platelet BioGenesis, a biotech startup developing a method for producing life-saving platelets without the need for human donations, partnered with the National Heart Lung and Blood Institute (NHLBI) to advise new investigators how to communicate their message more effectively to investors, potential partners, and the public.

The webinar, hosted by the NHLBI, was directed towards early stage investigators seeking to translate their technology from an academic setting to a commercial opportunity. This NHLBI 'Hangout' featured Sven Karlsson, co-founder of Platelet BioGenesis, walking through an example ten-minute pitch, interspersed with commentary from Steve Flaim, Senior Special Advisor of the NHLBI. The commentary focused on the purpose of each slide and the importance of streamlining a presentation accordingly depending on the desired outcome.

"Translating basic science into tangible benefits for patients is a topic we are very passionate about at Platelet BioGenesis. We've benefited tremendously from the NIH's support and advice, and we are happy to have the opportunity to pass our experiences on to other investigators who share this passion" says Sven Karlsson.

The recording of the webinar can be accessed at <http://bit.ly/PitchSBH>.