BIOTECH NETWORKS CONNECT

BN Connect Launch
🤔 What's *In It* For You?

biotechnetworks.org/connect

Mary Canady, PhD

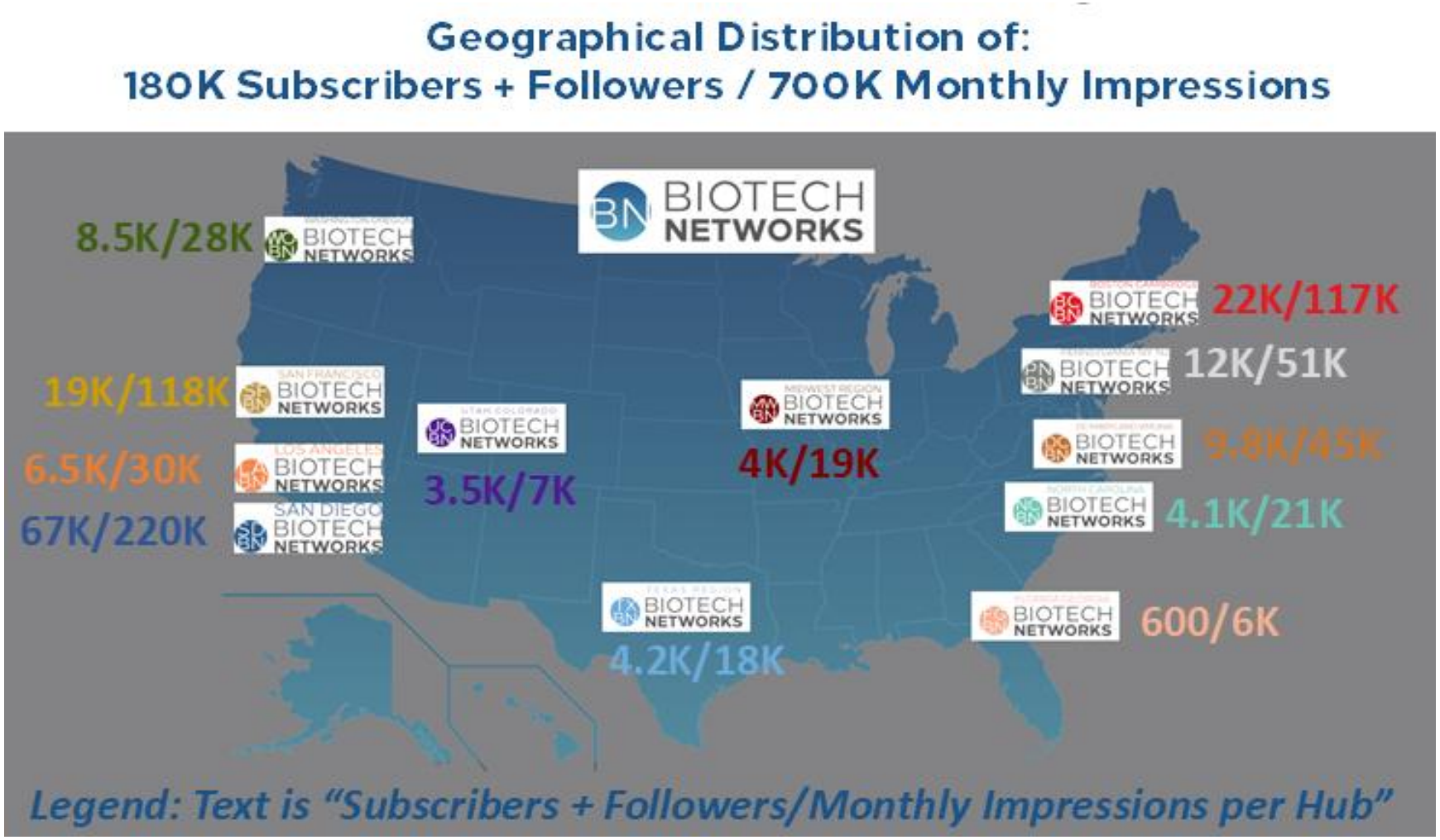
Biotech Networks

Biotech Networks

- **Founded in California in 2008 by Mary Canady**
  - **Mary: life science marketing thought leader**
- **Proprietary content "engine" provides 100s of articles/posts *per day* for all hubs on multiple channels**
- **18 years of resources & events**
  - **Many thousands of connections made**
  - **Highly engaged followers and subscribers**

BIOTECH NETWORKS

Biotech Networks: 12 US Hubs



24K Impressions PER DAY Across the US

BN Connect Launch

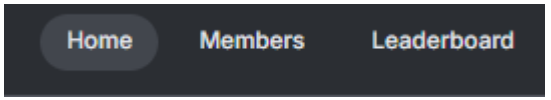
- BN Connect Features & Benefits
- Mentoring Program
- Regional groups
- Biotech Networks University
- Membership Options

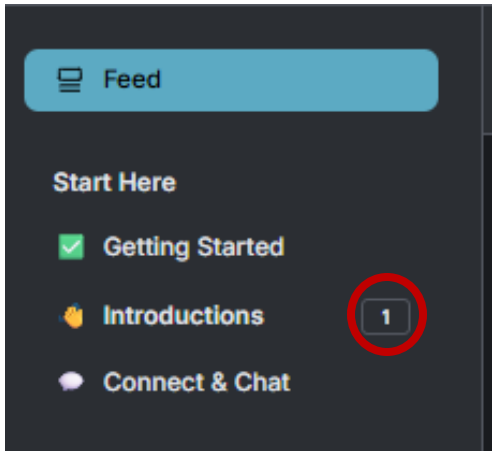
BN Connect Launch 

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How Circle Works

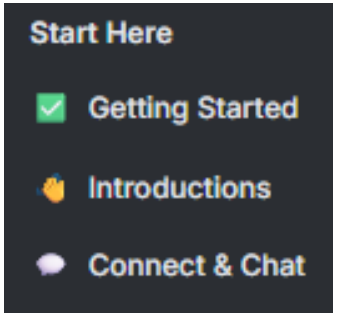
- **Access**
  - biotechnetworks.org/connect
  - Mobile app: Circle + your login email
- **Top Menu: Members, Leaderboard**
  - Members
    - Can search by location, profile fields
  - Leaderboard
    - Shows your profile at top, ranked users below
- **Left Menu: Space Groups & Spaces**
  - Similar to Slack Channels
  - Join/get notifications
  - Look for updates



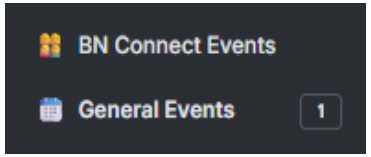


BIOTECH NETWORKS

Getting Started



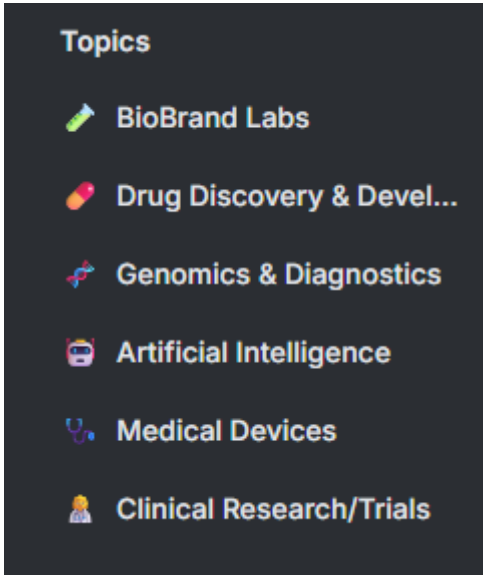
- How to docs in “Getting Started”
- Introduce yourself, use template
- Check BN Connect Events for upcoming events
- Adhere to Code of Conduct
  - biotechnetworks.org/connect-code-of-conduct/
  - Don’t spam/sell

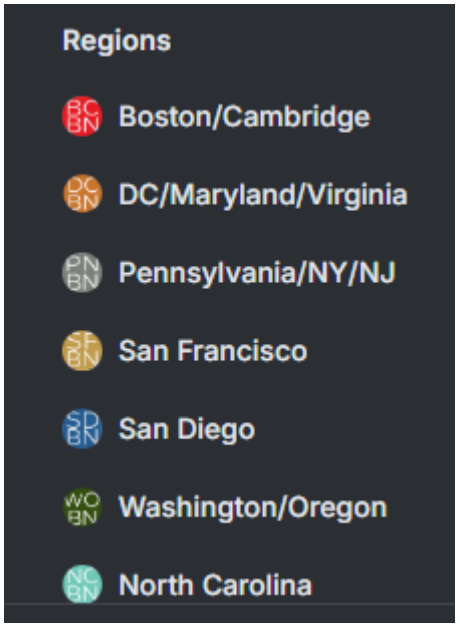


BIOTECH NETWORKS

Features

- Search and connect with members (top menu)
- Topic spaces: post/connect
  - Drug Discovery Pipeline/Networking topics
    - News feeds and other features coming soon
  - BioBrand Labs: Marketers
- Regional spaces (covered later)
- Events
  - “Zoom” or webinar style
  - Recording/video hosting

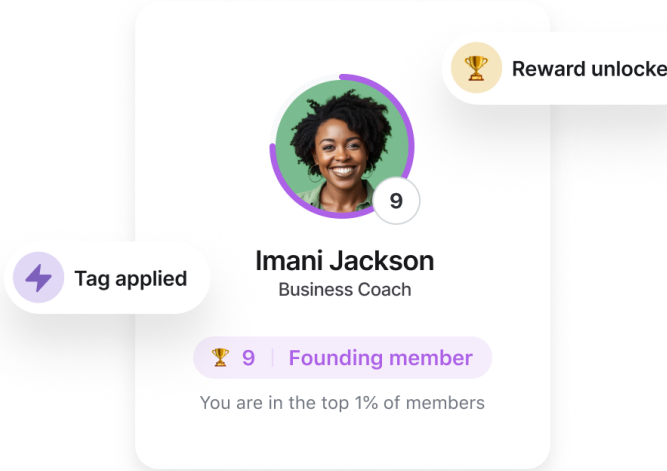




BIOTECH NETWORKS

BN Connect Rewards

- Making networking fun & rewarding
  - Will ensure BN Connect grows
- Earn points for likes and contributions
- First 200 members got a “Founding Member” Badge
- Plan to Reward Top members
  - Premier space access/discounts
  - T-shirts, swag
  - Event discounts





BN BIOTECH NETWORKS

BN Connect Launch



- BN Connect Features & Benefits
- **Mentoring Program**
- Regional groups
- Biotech Networks University
- Membership Options



Connor Murphy • 1st

PhD | Passionate | Creative | Mission and Data-Driven | Molecular Biologist | D...

23h •

If you are looking to learn more about biotech, and receive mentoring about how to transition from academia into industry, check out this event hosted by **Biotech Networks** and **Mary Canady**! I want to thank my mentors from this group: **Bernard Delacruz**, **Melisa S. Medrano, PhD, SHRM-CP**, and **Julia Jia-hui M.**, as well as my fellow mentees that provided me with support and advice as I navigate the biotech job market!

BIOTECH NETWORKS

Mentoring Cohort #1

- 42 mentees, 17 mentors
- Group/Chat (Spaces) & 1:1 mentoring
- 2 month program
  - 5 weeks of interactive group meetings
  - 3 weeks of webinar-style presentations
- Topics
  - Transitioning to Industry, Career Paths
  - Resumes, LinkedIn, Interviewing
  - Networking, Personal Branding

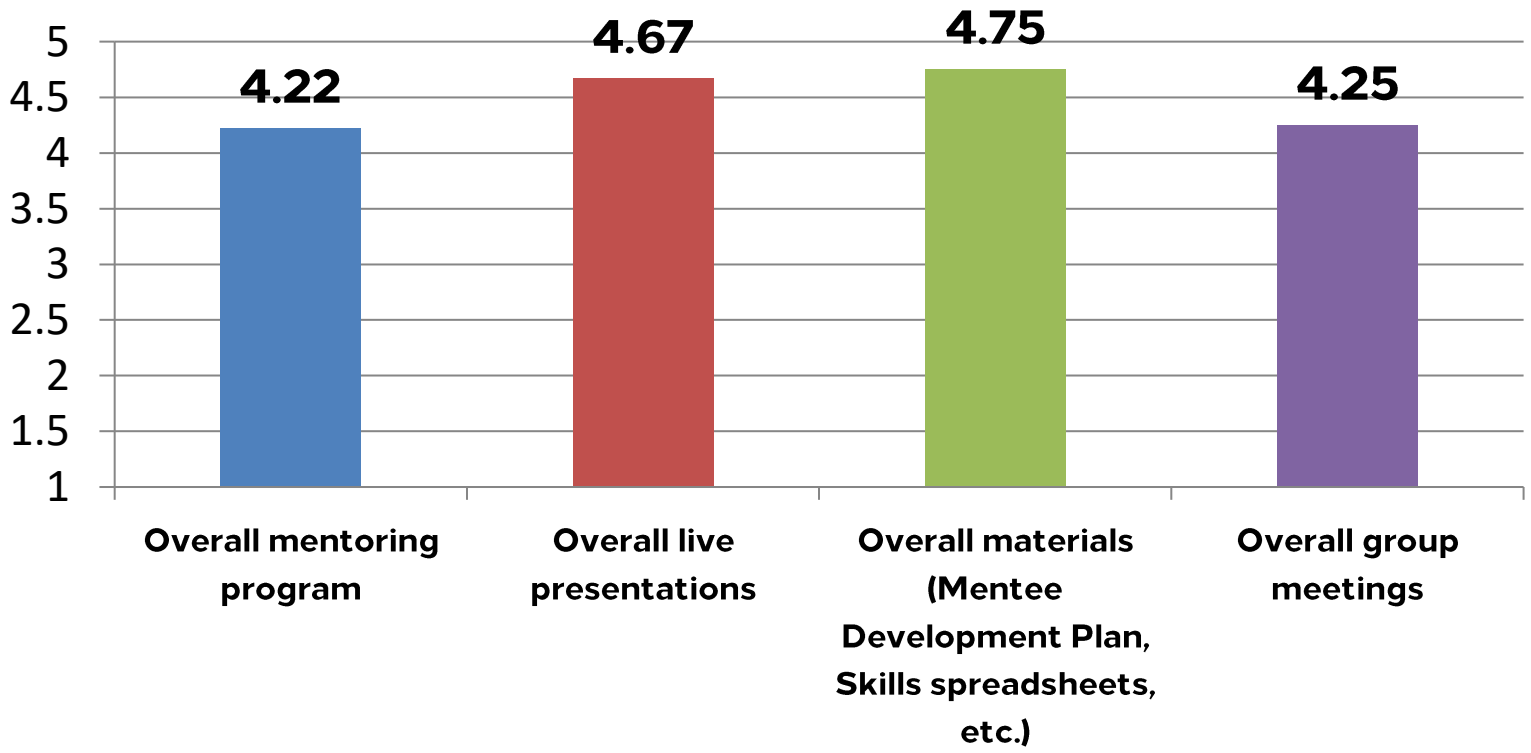
BIOTECH NETWORKS

Mentoring: What We Learned

- Overall satisfaction with program
  - 4+ out of 5 ratings for all aspects
- 2 months is too long?
  - Some attrition/situation changes
- "Webinar" format not as effective
  - Mentees would rather work through materials in real time
- Need after-work meeting option
- Many mentees shy
- Mentors: Stellar, thank you!!!

BN BIOTECH NETWORKS

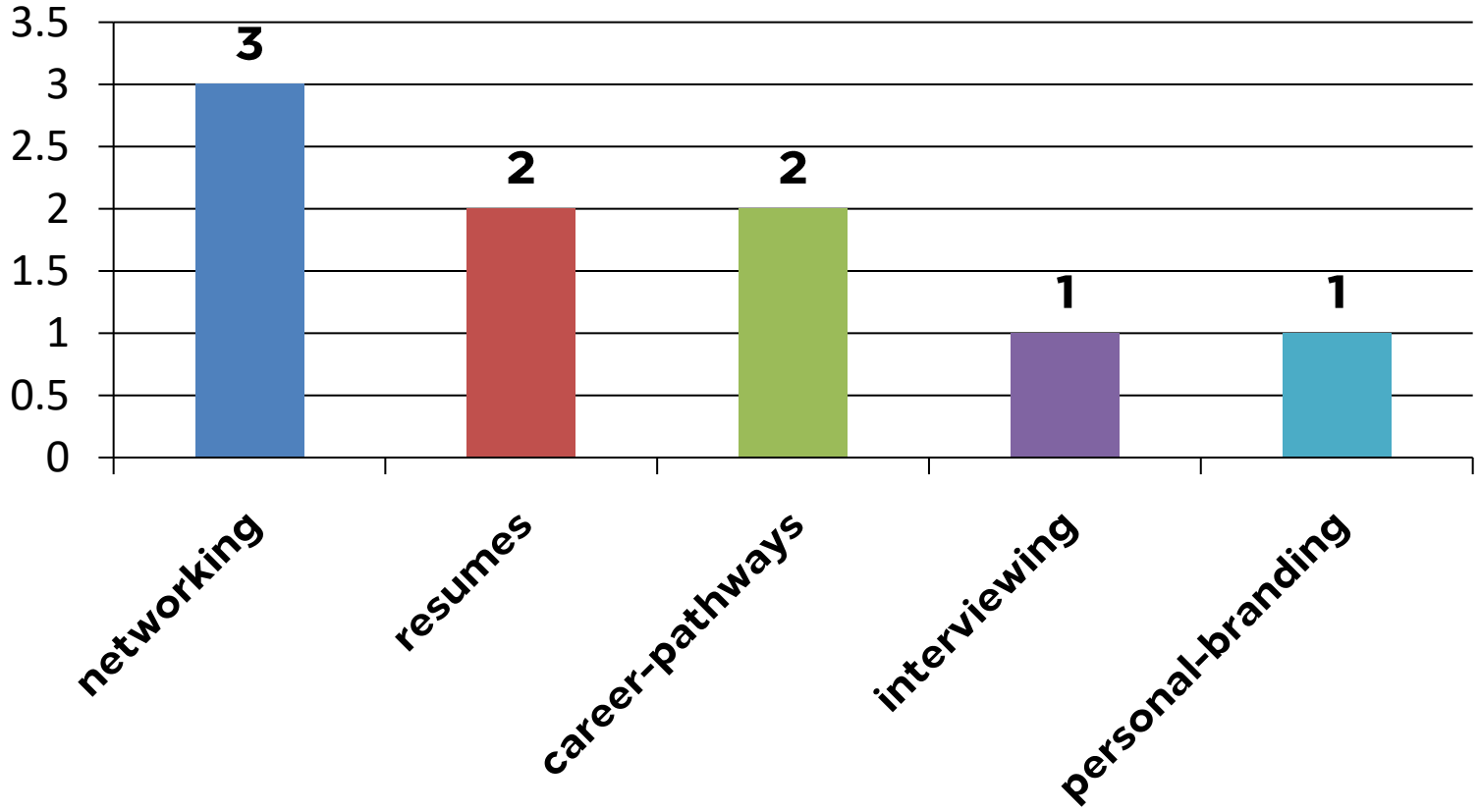
Mentee Survey: 1-5 Ranked Satisfaction



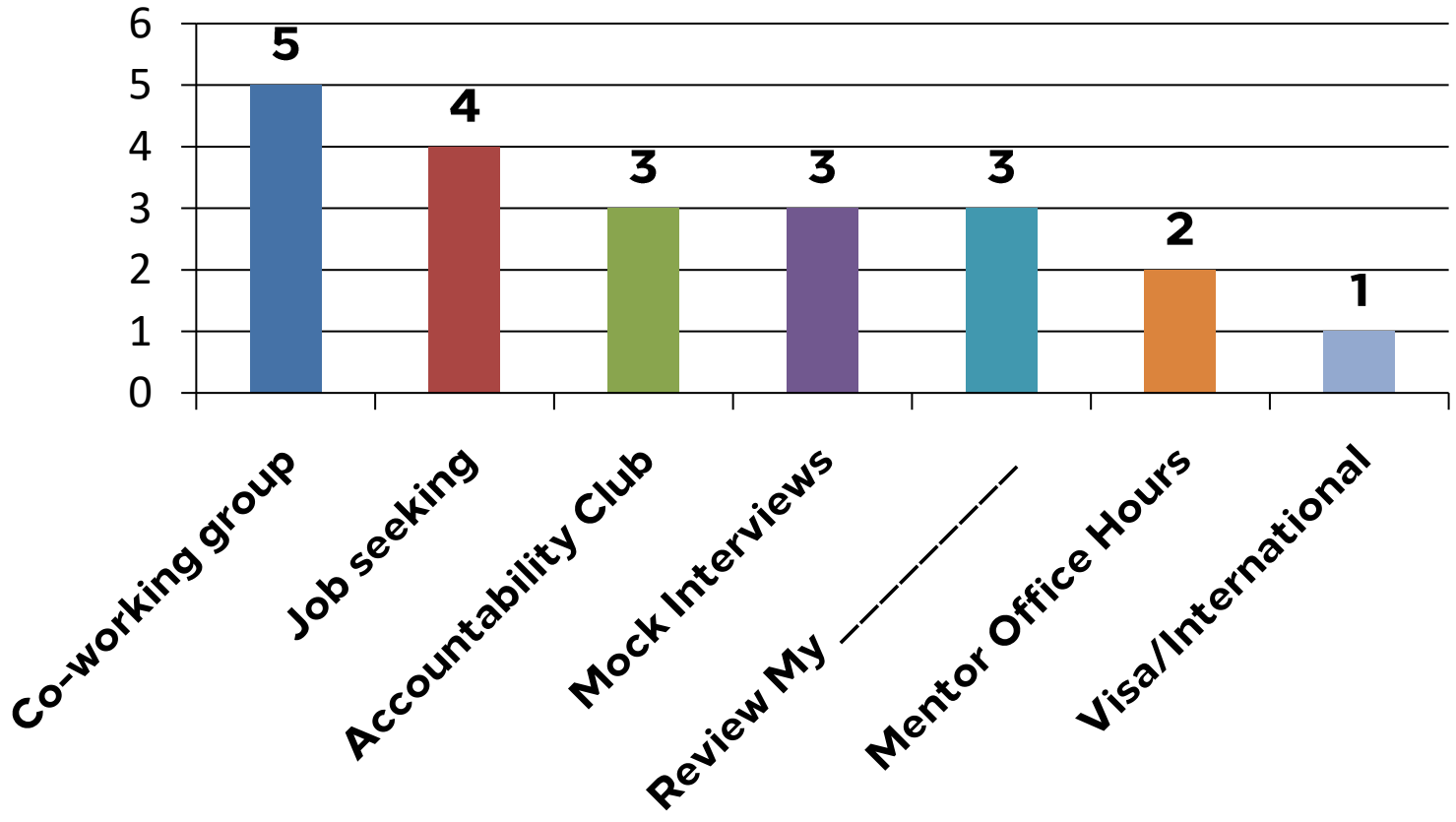
5 is highest ranking

BIOTECH NETWORKS

Mentee Survey: Workshops Wanted



Mentee Survey: Spaces/Groups Wanted

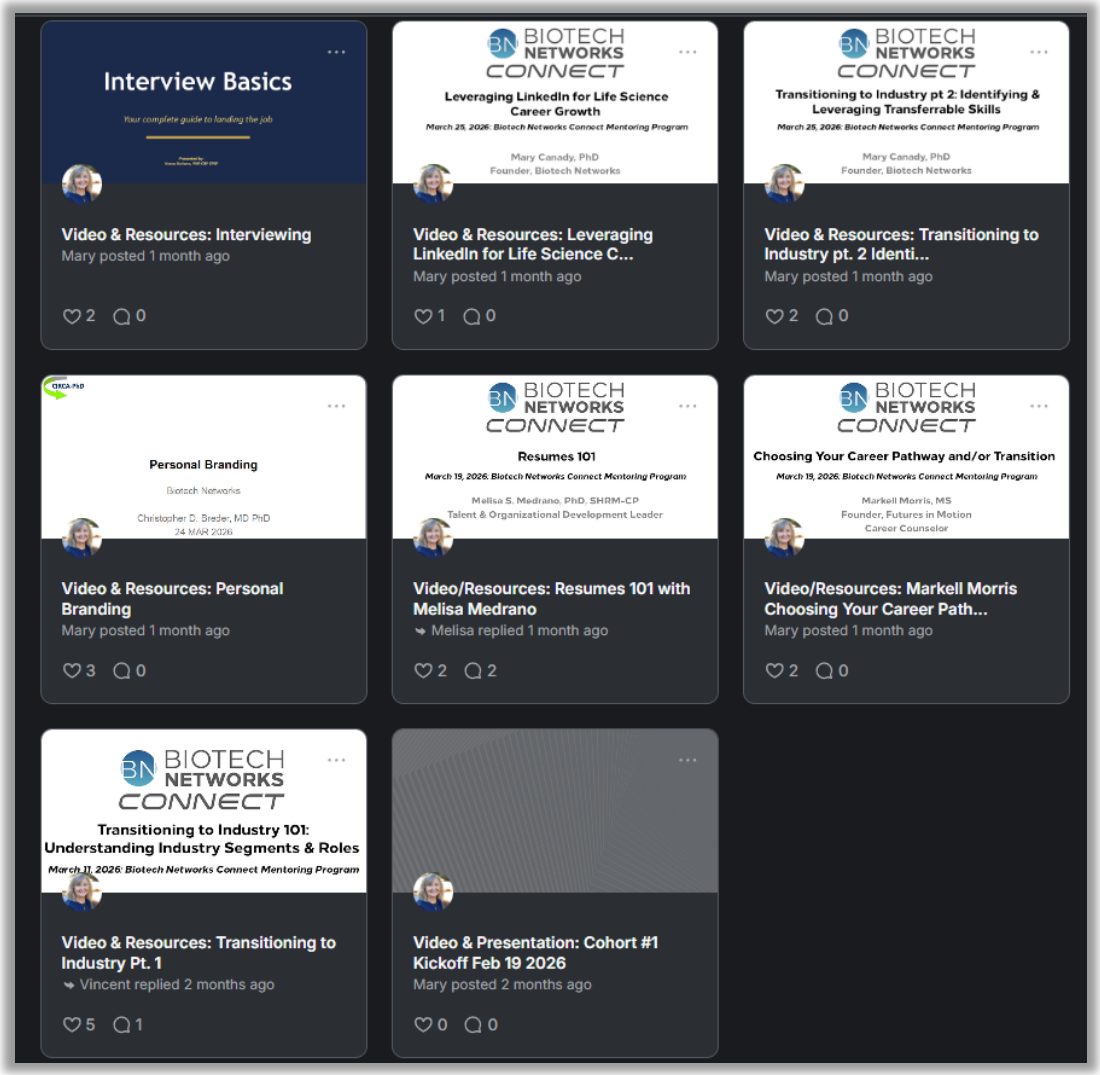


Mentoring: Next Steps

- Mentoring Cohort #2 starting May 18th
- Until then…
  - Mentoring spaces/meetings
    - Co-working Club
    - Job Seeking Strategies
    - Accountability Accelerator
    - Interviewing IQ
    - Review & Refine
  - Workshops
    - Elevator speech/networking week of May 4
    - Career paths & personal branding week of May 11
  - Access to Mentoring Cohort #1 presentations/resources

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Mentoring Resources: Videos

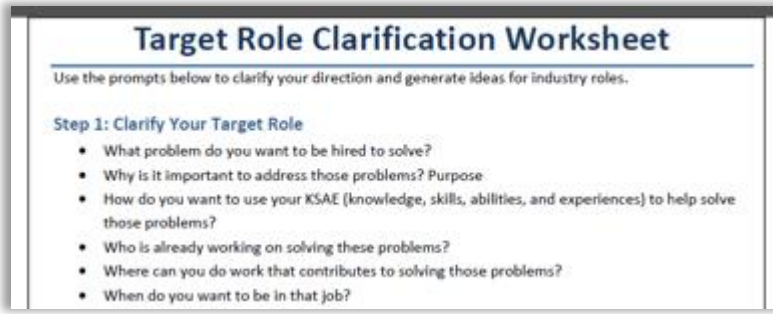




Mentoring Resources: Templates/Presentations

Mentee Bio & Goals Template

Item	Details (Examples, guidelines)
Mentoring Objective	(Job seeker, transition to industry…)
Training	(Degree, discipline)
Current position	(self explanatory)
Location	(Geographical, open to remote/relocating)
Career Interests	(R&D, Project Management, Sales)
Industry experience	(None or no. years outside of academia)
Current/upcoming job seeker?	(Yes or will be looking in X mos)
Personal objectives	(Mentee can keep this private as needed. Examples include starting a family, staying in the same city as partner)
Any current work task you want to pursue career paths in?	(e.g., I enjoy scientific writing, managing projects)

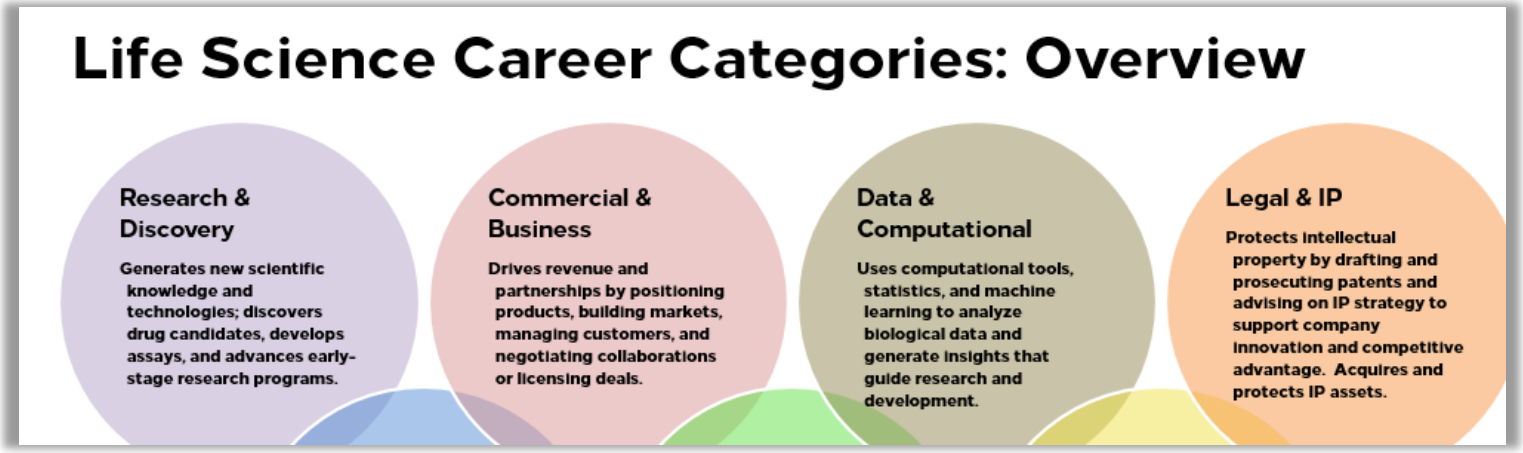


Target Role Clarification Worksheet

Use the prompts below to clarify your direction and generate ideas for industry roles.

Step 1: Clarify Your Target Role

- What problem do you want to be hired to solve?
- Why is it important to address those problems? Purpose
- How do you want to use your KSAE (knowledge, skills, abilities, and experiences) to help solve those problems?
- Who is already working on solving these problems?
- Where can you do work that contributes to solving those problems?
- When do you want to be in that job?



Life Science Career Categories: Overview

Research & Discovery

Generates new scientific knowledge and technologies; discovers drug candidates, develops assays, and advances early-stage research programs.

Commercial & Business

Drives revenue and partnerships by positioning products, building markets, managing customers, and negotiating collaborations or licensing deals.

Data & Computational

Uses computational tools, statistics, and machine learning to analyze biological data and generate insights that guide research and development.

Legal & IP

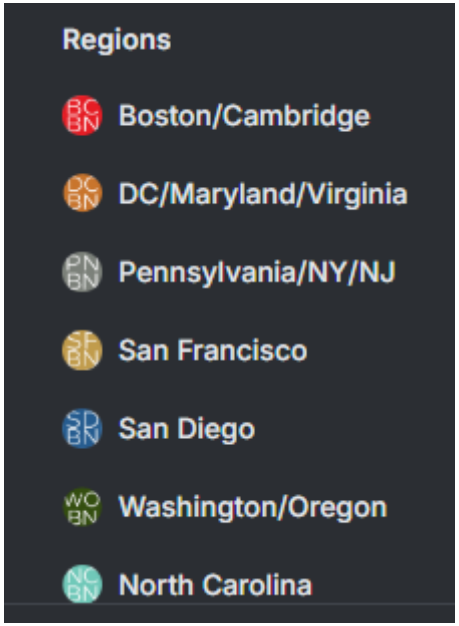
Protects intellectual property by drafting and prosecuting patents and advising on IP strategy to support company innovation and competitive advantage. Acquires and protects IP assets.

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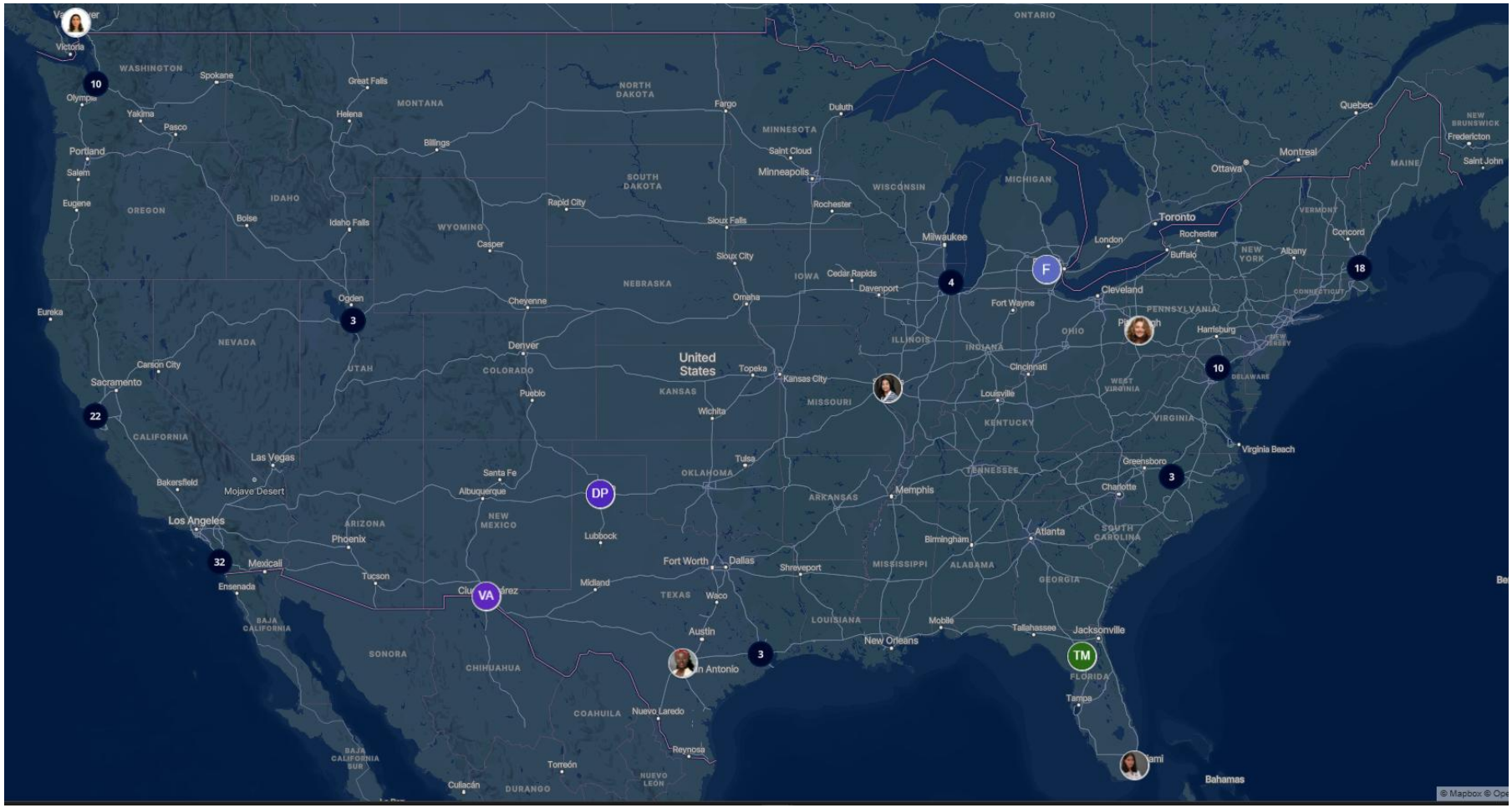
Regional Groups

- Connect online
  - Share feedback about news, events
  - Plan or promote events
- Plan Biotech Networks events
  - “Speed Networking Essentials” course coming soon
- Regional teams will grow membership
  - Meeting soon…
- Partnering with regional life science associations



BIOTECH NETWORKS

200+ Connectors So Far Across US



Top menu “Members” ➡️ Left menu “Near me” ➡️ Connect

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BN University (BNU)

- **BNU Courses will be available in BN Connect**
  - Correct membership level needed
- **Topics**
  - Career Development
  - Community Development
  - Life Science Marketing
- **Self-paced, templates included**
  - Ideal for workshops

BN University Courses

BIOTECH NETWORKS UNIVERSITY

Area	Course	Status
Career Development	Transitioning to Industry 1: Industries & Roles	In process
	Transitioning to Industry 2: Transferable Skills	In process
	Personal Branding & Career Pathways	Planned
	LinkedIn/Resumes	Planned
Community Development	Speed Networking Essentials 1: Event Strategies & Venues	In process
	Speed Networking Essentials 2: Running an Event	Planned
Marketing	E-mail Marketing Essentials	Launched
	Digital Marketing Essentials	Planned

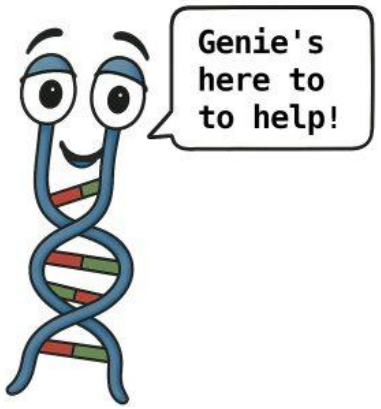
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E-mail Marketing Essentials

BIOTECH NETWORKS UNIVERSITY

You'll learn how to:

- **Define your objectives**
- **Build e-marketing infrastructure**
- **Leverage templates and guides to streamline your processes**
- **Create persuasive scientific content**
- **Optimize open and clickthrough rates**
- **Reach skeptical life scientists**
- **Measure success with confidence**



Professional Membership Required

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BN Connect Launch



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Membership Levels

Will Be Updated Soon

- **Basic: $4.99/month**
  - Regional & Topic Workspaces, connecting
- **Personal/Mentoring: $14.99/month**
  - Job seeking, connecting, mentoring program/resources
  - Post nonprofit events, news
    - Limit number of posts per month
- **Professional: $24.99/month**
  - Business development/marketing
  - All areas
  - Post events, news
    - Limit number of posts per month
  - Access to BNU E-mail Marketing Essentials
- **20% Yearly Discounts (coming!)**

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🆓 FREE BN Connect Accounts

- **Mentoring**
  - **Mentors: Must attend 75% of weekly mentoring meetings, speak or do 1 on 1 mentoring**
  - **Run spaces/meetings (mentee or mentor)**
- **Regional Representatives**

BIOTECH NETWORKS

Become a Connector!



Top right ⬆️

- Join now & shape future
  - Support BN & community
- Look for e-mail about membership/upgrade options
  - Will include free options
- NOW: Leave feedback/questions in the chat

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