



PITCH PERFECT BOOTCAMP

We get you. We get your science. And we bring it to life.

HELLO!

Founded in 2018, First Create The Media is an award-winning communications and marketing agency specialising in the life sciences.

We help great scientific innovations - and the people behind them - get the attention they deserve.

We combine deep science knowledge and broad comms and marketing expertise with friendly, flexible support to help pioneering life science companies stand out from the crowd.

Sit down with us and we'll help you share your science and your story with the people that matter to you.



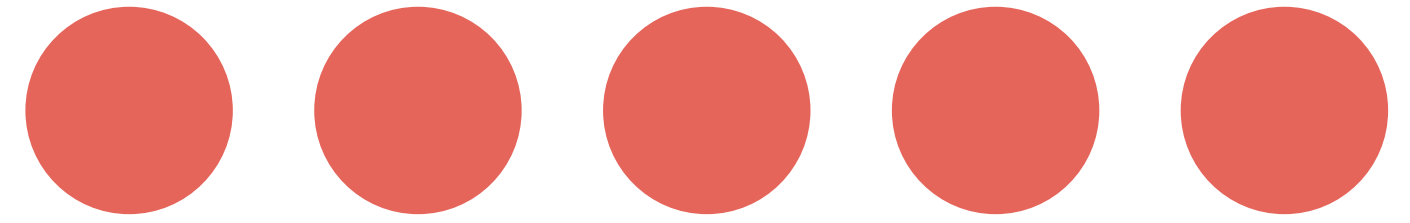
NEED TO SHAPE UP YOUR STORY?

Get your fundraising pitch in peak condition with our Pitch Perfect online bootcamp, aimed at early stage startup founders looking to get their story into shape.

Expert creative insights and usable recommendations to refine your pitch and present it with confidence.

COST: £1,600+VAT

This cost is guaranteed until October 2026. Must be [booked online](#).



How it works

1. You send over your pitch deck and any other relevant materials and information, so we can get prepared.
2. Grab a coffee and sit down for a 2 hour online workshop with our Chief Creative Officer, Dr Kat Arney, to take a deep dive into what's working and what's not.
3. We follow up with recommendations and ideas for you to redevelop your pitch, along with suggestions for an impactful 3-sentence elevator pitch.
4. You go out there and smash it!

MEET YOUR TRAINER

Our Chief Creative Officer, Dr Kat Arney, is a multi award-winning science writer, public speaker and broadcaster. She founded First Create The Media to help pioneering innovators in the life sciences tell their stories to the world.

Kat has taught storytelling and pitching skills for many programmes and organisations including BIA Pulse, KQ Labs, SEC Innovator's Club, Wellcome Trust Genome Campus Startup School, Discovery sPark, CancerTech Accelerator, SetSquared, OBN and more.



WHAT THEY SAY

"A super helpful experience! Really helped me hone in on the message for our pitch, get clarity on what I am trying to communicate and get it across in an impactful way, and structure my ideas in the deck so that the story comes across clearly."

Pedro Correa de Sampaio, CEO Neobe

"Your suggestions elevated the pitch into something memorable, and people seemed to really connect with it - your session helped our story to shine. Thank you!"

**Alice Preston, CEO Panthura
Winner of Bioseed 2025 Best Pitch**

"Wonderfully honest feedback really helped us improve our story. The emphasis on forming a convincing narrative, and how to do that, was incredible. As a very logical scientist type, I started off sceptical, but Kat absolutely blew us away. We are so thankful she shook us out of our traditional ways, and taught us how to tell a story."

Biotech startup founder

"Since working with First Create The Media, BiVictriX re-developed our investment materials and subsequently secured a further £1 million in funding to help accelerate the development of our exciting panel of highly selective cancer therapeutics."

Tiffany Thorn, CEO BiVictriX Therapeutics

WHEN YOU'RE READY FOR MORE...

Strategy & story

- Comms & content strategy
- Corporate narrative & messaging
- Vision, mission, positioning
- Company values & tone of voice
- Visual & verbal branding*
- Go-to-market strategy*

Creative content

- Marketing & BD materials
- Website copy
- Blogs, articles, white papers...
- Animations, videos, podcasts*
- Website design & build*

PR & comms

- PR strategy & media outreach
- Press releases
- Social media
- Thought leadership
- Investor comms
- Newsletters
- Digital marketing*

*Delivered with our partners



GOOD TO GO?

We're excited to help you bring your science and your story to life.

Book online now: <https://calendar.app.google/cv615QztiSQ337wS6>

Find out more: firstcreatethemedia.com