



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 strategy and content agency specialising in the life sciences.

We enable world-changing bioscience innovations to become reality by helping the brightest pioneers and initiatives grab the attention of the people who can make it happen.

We work with organisations ranging from startups and scaleups to international companies and research organisations.

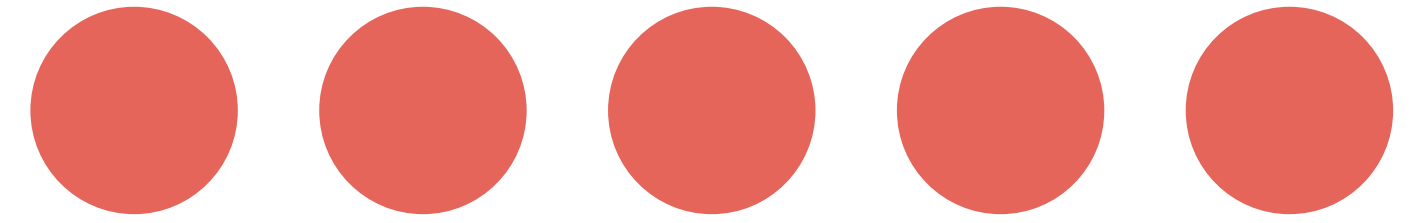
Sit down with us and we'll help you share your science and your story with the audiences that matter to you.



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.



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. Up to three weeks later, hop on a 45 minute call with Kat to practise presenting your deck.
5. 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

"The team were very engaging with the story and the concept - looking to truly understand the brand and the vision of the company. Since working with First Create The Media, BiVictriX has 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 Ltd

"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."

Startup founder

"Kat's storytelling workshop was a fantastic way to present how early-stage companies should think about getting their narrative across to investors...It was a great way to introduce them to communicating with a less technical audience."

Programme manager of a leading UK Biotech Accelerator

WHEN YOU'RE READY FOR MORE...

Strategy & story

- Comms/content strategy & planning
- Corporate narrative & messaging
- Pitch decks, investor relations
- Branding*, company values, tone of voice

Creative content

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

PR and media services

- PR strategy & outreach
- Social media
- Thought leadership

*Delivered with our partners



GOOD TO GO?

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

Drop us a line to get booked in:
info@firstcreatethemedia.com

Find out more:
firstcreatethemedia.com