

Communication tips for startups:

# Turning Your Value Story into an Investment



# Diana Heimberg, The Bloc Medical and Strategy Lead

Over 20 years of experience working in the pharmaceutical industry in communication with an expertise in applied behavioral and neuroscience.

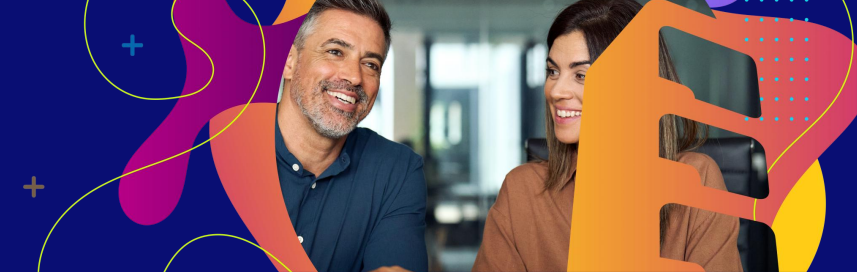
“My passion is making the brain accessible to everyone and unlocking how to consciously change and rewire it.”



## Julia Biwer, COO Abbmira

Julia leads operations at Abbmira Therapeutics, bringing deep expertise in translating complex science into clear, strategic messaging—built on experience across biotech startups, hospitals and global brands at Procter & Gamble.

# Agenda



- **Brain-Based Investor Insights** - Understand the cognitive shortcuts behind “yes, let’s talk.”
- **Real-World Founder Story** – Julia Biwer, COO of Abbmira shares her experience
- **Your Value Storytelling**
  - Effective Communication Tips
  - Presentations that Stick
- **Live Q & A**

# Brain-Based Investor Insights

# What Top Biotech Investors are Looking For

[Home](#) | [Program 2025](#) | [Partnering 2025](#) | [Sponsors 2025](#) | [Service](#) | [About the conference](#)

SWISS  
BIOTECH  
DAY

[← Go back](#)

Reverse Pitch: What Top Biotech VCs Are Looking For

Pitching session summary

In this unique session, leading biotech VCs pitch their investment models to founders. Learn how each firm thinks about scientific risk, team, and path to clinic—and what sets them apart. A must-attend for anyone looking to raise capital or understand today's biotech venture landscape.

Date, time and room information

May 6, 09:00-09:45, room Marriott 3+4+5

# What investors are saying

“Indication, Business Case, Biology”



“Make your complex science communicable”

“How is your molecule meeting a need?”

# Investor Insights

- Real-World **Evidence**
- **Evidence** of translation ability
- Biomarker target engagement
- **Feasibility**
- Strong **proof** of concept
- **Evidence** that is necessary, accelerates commercial success
- **Probability** of success

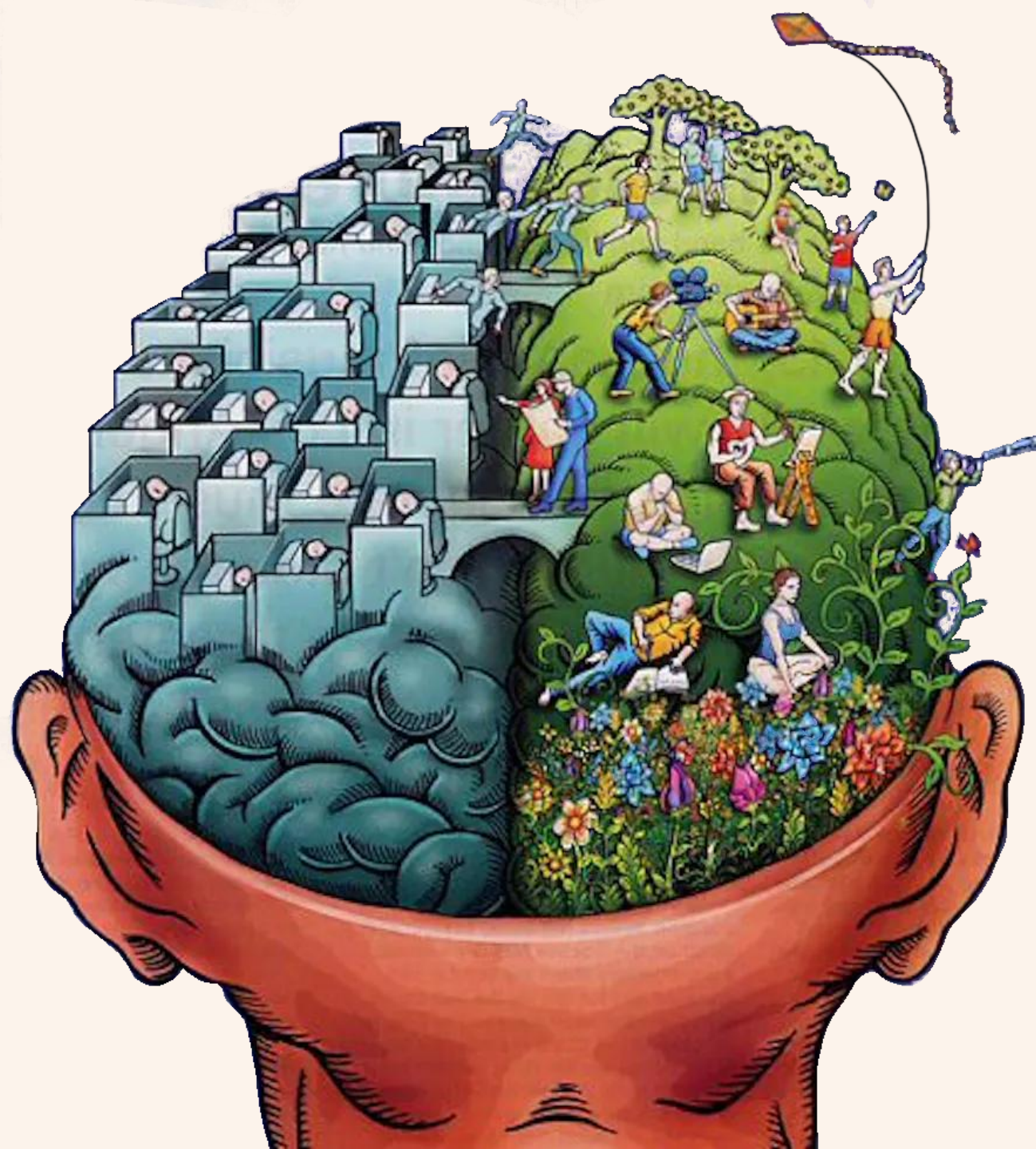
# Investor Insights

- Real-World **Evidence**
- **Evidence** of translation ability
- Biomarker target engagement
- **Feasibility**
- Strong **proof** of concept
- **Evidence** that is necessary, accelerates commercial success
- **Probability** of success

- **Unmet medical need story**
- Speak with **KOLs** – do your due diligence
- Include **patient** experience, patient reported outcomes
- Start early with **value** proposition
- What will be there in 5 years **vision**?



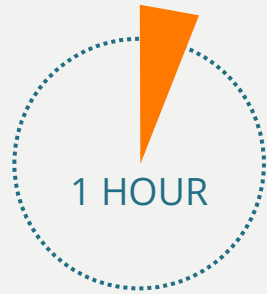
detail oriented  
(Looks at parts)  
Logical  
Sequential  
Rational  
math and science  
can comprehend  
Analytical  
Objective  
uses logic  
**Left brain expression**  
(Academic)  
words and language  
present and past  
Knowing  
Acknowledges  
knows object name  
reality based  
forms strategies  
order/pattern perception  
practical/planned  
safe  
cautious



big picture oriented  
(Looks at wholes)  
Random  
Intuitive  
Holistic  
philosophy & spiritualism  
can 'get it' (the meaning)  
Synthesizing  
Subjective  
uses feeling  
**Right brain expression**  
(Creative)  
symbols and images  
present and future  
believes  
appreciates  
knows object function  
fantasy based  
presents possibilities  
spatial perception  
impetuous/spontaneous  
adventurous  
carefree/risk taking

**How many decisions do you  
think you have made today?**

THIS IS HOW MANY YOU **ACTUALLY HAVE MADE**



**1500** decisions

about **35,000** decisions each day!



# HOW DO WE INFLUENCE THESE DECISIONS?

10% of Decision making  
is conscious

90% of Decision  
making is non-  
conscious

**Data**

**Data**

**Data**

**Data**

**Data**

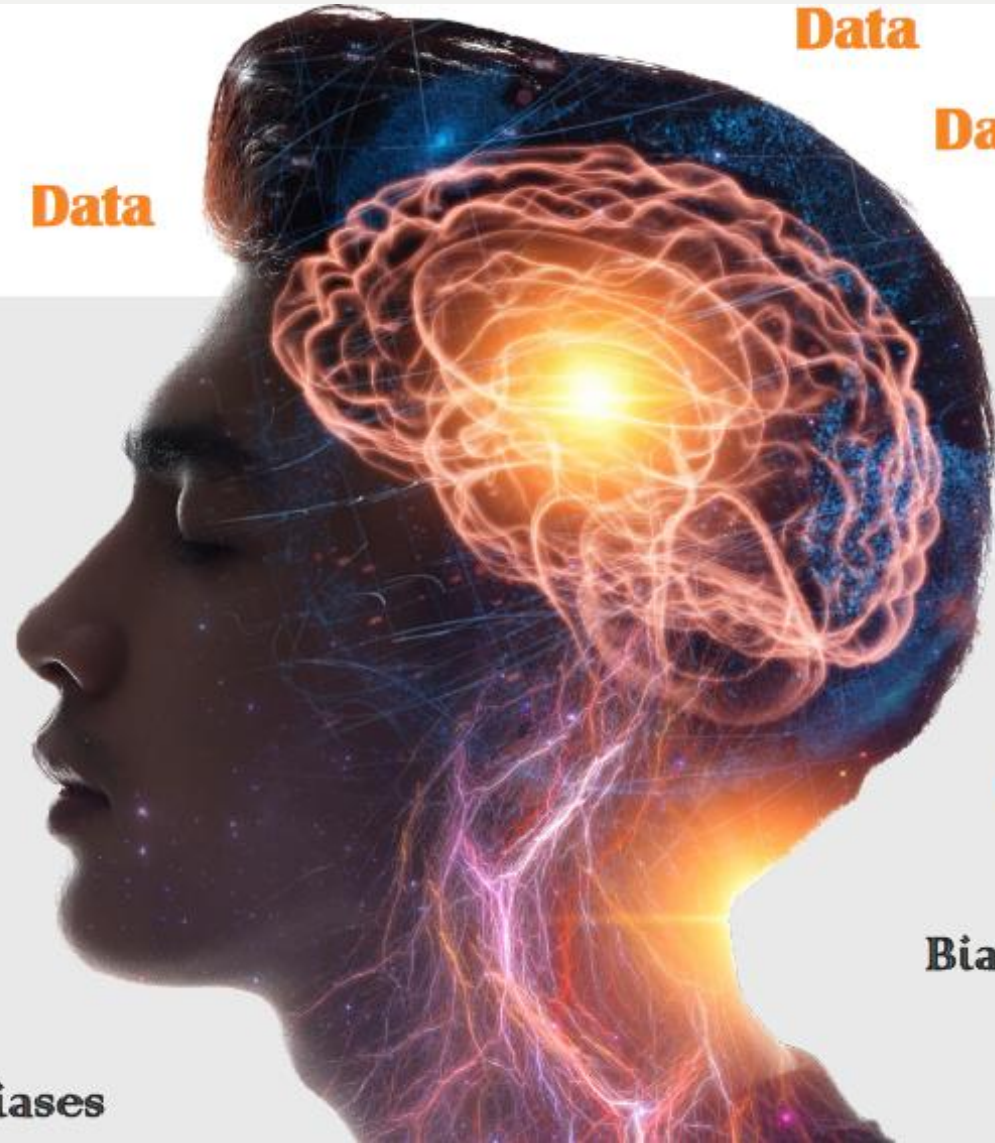
*Beliefs*

*Behaviors*

*Beliefs*

**Biases**

**Biases**



# COGNITIVE BIASES FREQUENTLY FOUND/USED IN PHARMA

## Primacy/recency

Items at the beginning (**primacy**) and items at the end (recency) of a list or string of information are more easily recalled than items in the middle



## Social Proof

Humans assume the actions of others in an attempt to reflect correct behavior for a given situation (Ex: ADA recommends....)



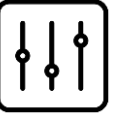
## Ingroup bias

Perceived group membership influences reactions towards new ideas or unfamiliar choices (Ex: #1 SGLT2i amongst cards)



## Illusion of control

Humans do things that make them feel in control  
(Ex: with Brand I can get more of my day back)



## Ratio preference bias

Humans prefer probabilities expressed as a simple ratio vs. a percentage (Ex: More than half of patients saw relief; 9 out of 10 patients had...)



## Compromaxing

Humans search for alternatives until they find an acceptable solution rather than searching for the ideal solution



## Loss aversion

Humans prefer not to lose what we have rather than to get something better (Ex: Don't undo your hard work)



## Numerosity effect

Humans find bigger numbers more appealing, even if they apply to small things



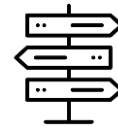
## Effort bias

We are not willing to take the extra time or effort (Ex: people don't cancel their free one month membership in time)



## Ambiguity aversion/Certainty effect

Humans prefer options with fewer unknowns and avoid options with missing information (Ex: Rx is proven to treat both X and Y)



## Optimism bias

Humans expect the best possible outcomes from their actions

(Ex: With RX, freedom from X is within reach for your patients)



## Future discounting

People prefer immediate payoffs to later payoffs, even if the later payoff is larger (Ex: eat poorly now because the risk is too far in the future to "feel")



## Familiarity effect

Being familiar with something makes you favor it.



# YOUR BRAIN



○ THE NEW BRAIN  
RATIONAL

○ THE MIDDLE BRAIN  
EMOTIONAL

○ THE REPTILIAN BRAIN  
INSTINCTUAL

The new brain **thinks**

CONSCIOUS

The middle brain **feels**

NON-CONSCIOUS

The old brain **decides**

# YOUR COMMUNICATION EXPERT IN LIFE SCIENCE

## BE-COMMS® - BEHAVIORALLY ENRICHED COMMUNICATIONS



# Real-World Founder Story



# **YOUR VALUE STORYTELLING**

- **Communication Tips**
- **Presentations that Stick**



**Emotions are absorbed in the  
body in 6 seconds**

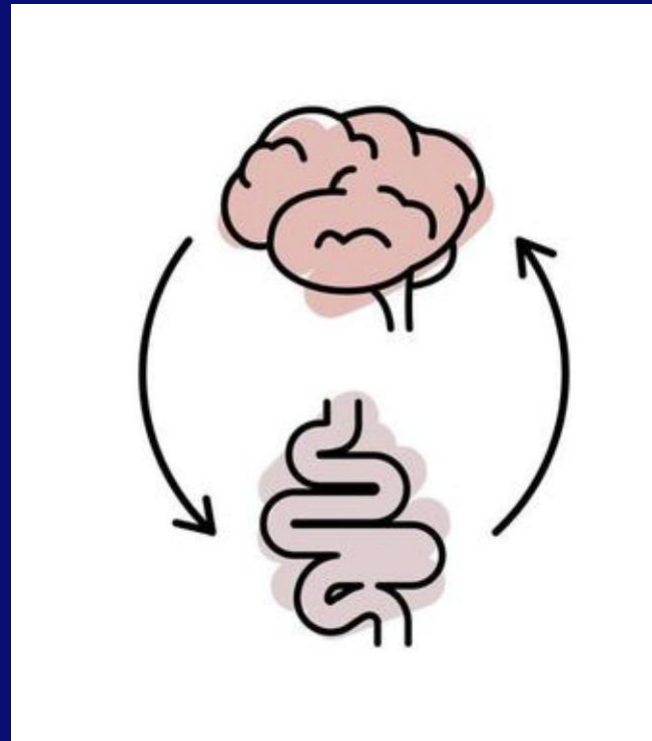
**True or False?**

# Emotions are absorbed in the body in 6 seconds

# True



# How the investor FEELS about what they know



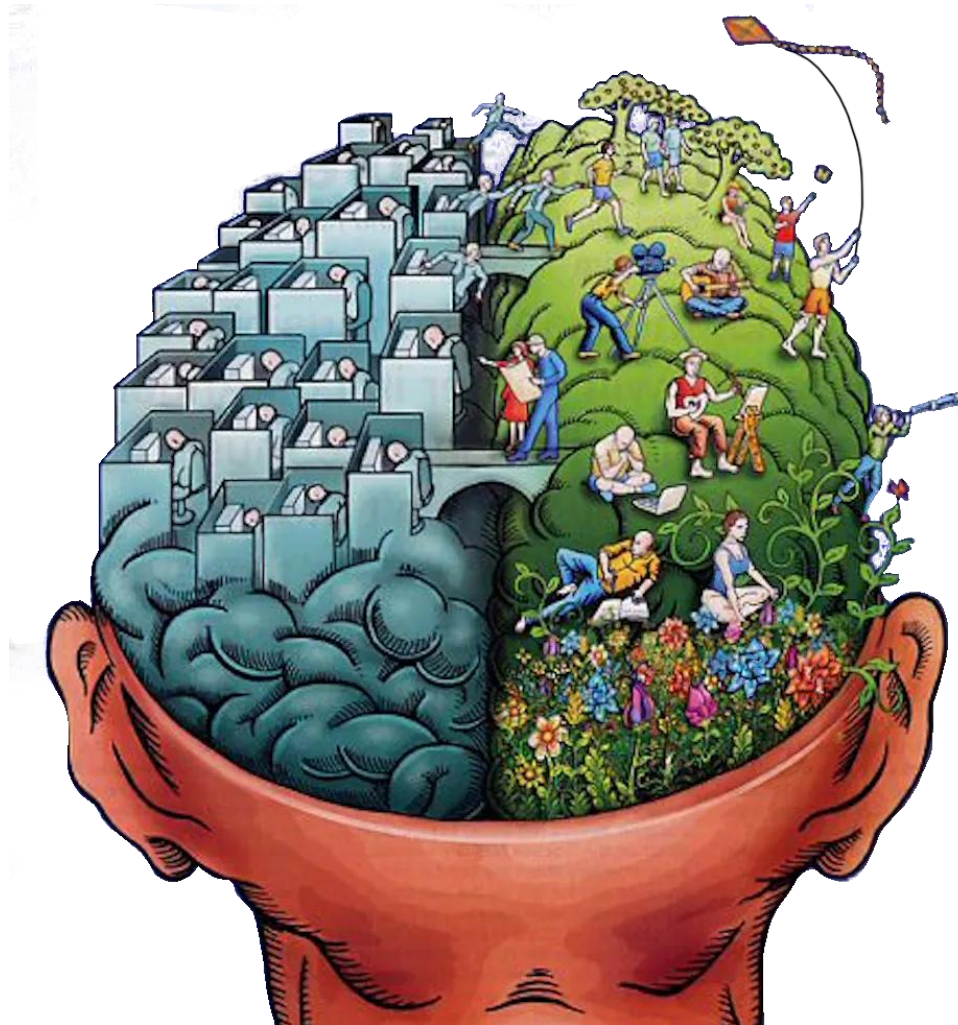
# Investor Insights

- Real-World **Evidence**
- **Evidence** of translation ability
- Biomarker target engagement
- **Feasibility**
- Strong **proof** of concept
- **Evidence** that is necessary, accelerates commercial success
- **Probability** of success

- **Unmet medical need story**
- Speak with **KOLs** – do your due diligence
- Include **patient** experience, patient reported outcomes
- Start early with **value** proposition
- What will be there in 5 years **vision**?

# Preparing for Value Storytelling

## The Brain in Risk Assessment Mode



# Preparing for Value Storytelling

## Where to start

	<b>Emotion including confidence</b>
	<b>Instinct/Intuition</b>
	<b>Long-term vision</b>
	<b>Rewards</b>
	<b>Opportunity</b>



# Preparing for Value Storytelling

## Finding the right balance

BALANCE ACT	
Rationality	Emotion including confidence
Data	Instinct/Intuition
Short-term safety	Long-term vision
Risks	Rewards
Recency Bias Heuristics Social proof	Opportunity



# THE BLOC SETS CHECKLIST

## Simple - Communicate ideas succinctly

**What is the most important information the investor needs to know?**

- ✓ How can I make my message compact, yet profound?
- ✓ How can I prioritize the most important information?
- ✓ Can I group it into categories?
- ✓ Can I repeat key points?

## Executive - Get investors to care

- How can I make investors excited to care about this?
- ✓ Can I make it compelling?
- ✓ Can I make them feel it's relevant?
- ✓ Can I make them feel they are missing out or urgent?
- ✓ Can I use a story to make them care?
- ✓ Can I sign my message with their values or identity?

## Toughie - Make concepts concrete

- How can I make this idea or concept feel real and concrete?
- ✓ Can I use a familiar analogy or metaphor?
- ✓ What sensory language can I use?
- ✓ How can I use concrete numbers, statistics, testimony, make things tangible?

## Satisfactor - Make it clear what it is about them

- What does investors like the best the investment is worth it for them specifically?
- ✓ Can I make the benefits of the investment clear for the investor?
- ✓ Can I use "you/your" language and first person singular?
- ✓ Can I make the beginning and end strong?

# THE BLOC SETS CHECKLIST

## Simple – Communicate what is already

What is the most important information the investor needs to know?

- ✓ How can I make my message compact, yet profound?
- ✓ How can I present the most important information?
- ✓ Can I group it into categories?
- ✓ Can I make the point?

## Emotional – Get investors to care

How can I make investors want/need to care about this?

- ✓ Can I make it unexpected?
- ✓ Can I make them feel in control?
- ✓ Can I make them like they are missing out or urgency?
- ✓ Can I use a story to make them care?
- ✓ Can I align my message with their values or identity?

## Tangible – Make concepts concrete

How can I make this idea or concept feel real and concrete?

- ✓ Can I use a familiar analogy or metaphor?
- ✓ What sensory language can I use?
- ✓ How can I use concrete definitions, statistics, testimony to make things tangible?

## Satisfying – Make it clear that it is worth it

What does investors see the best the investment is worth it for them specifically?

- ✓ Can I make the benefits of the investment clear for the investor?
- ✓ Can I use "prosperous" language and first person imagery?
- ✓ Can I make the beginning and end strong?

# THE BLOC SETS CHECKLIST

## Simple - Communicate what's important

What is the most important information the investor needs to know?

- ✓ How can I make my message compact, yet profound?
- ✓ How can I present the most important information?
- ✓ Can I group it into categories?
- ✓ Can I make the point?

## Emotional - Get investors to care

How can I make investors excited to care about this?

- ✓ Can I make it unexpected?
- ✓ Can I make them feel in control?
- ✓ Can I make them feel they are missing out or regretting?
- ✓ Can I use a story to make them care?
- ✓ Can I sign my message with their values or identity?

## Tangible - Make concepts concrete

How can I make this idea or content feel real and concrete?

- ✓ Can I use a familiar analogy or metaphor?
- ✓ What sensory language can I use?
- ✓ How can I use contrast (before/after, dark/light, fast/slow) to make things tangible?

## Subliminal - Make it clear what it is about them

What does investors like the best the investment is worth it for them specifically?

- ✓ Can I make the benefits of the investment clear for the investor?
- ✓ Can I use "you/your" language and first person singular?
- ✓ Can I make the beginning and end strong?

# THE BLOC SETS CHECKLIST

## Simple - Communicate what you're doing

What is the most important information the investor needs to know?

- ✓ How can I make my message compact, yet profound?
- ✓ How can I present the most important information?
- ✓ Can I group things together?
- ✓ Can I repeat the point?

## Emotional - Communicate how you feel

How can I make investors understand how I feel about this?

- ✓ Can I make it understood?
- ✓ Can I make them feel it myself?
- ✓ Can I make them feel they are missing out or regretting?
- ✓ Can I use a story to make them care?
- ✓ Can I sign my message with their values or identity?

## Tough - Make concepts concrete

How can I make this idea or concept feel real and concrete?

- ✓ Can I use a familiar analogy or metaphor?
- ✓ What sensory language can I use?
- ✓ How can I use concrete information, statistics, testimony to make things tangible?

## Self-focused - Make it clear that it is about them

**What clues investors into the fact the investment is worth it for them specifically?**

- ✓ Can I make the benefit of the idea/message clear for the investor?
- ✓ Can I use "you/your" language and first person imagery?
- ✓ Can I make the beginning and end strong?



**What is the most common  
communication mistake?**



# What is the most common communication mistake?







**We can hold about 7 pieces of  
new information for less than  
30 seconds.**



# Memorable Value Story

## Keeping your value story in working memory

- Need for MEMORY MAINTENANCE by extending 30 seconds to 30 minutes, so you need to reexpose
- If you don't repeat information, it disappears

## Repeating your value story

- Repetition fixes to longer-term memories
- Incorporate new info gradually and repeat in timed intervals



# Less is More but Repeat

$$- = +$$

# Area 47





# More Attention

## Multisensory presentations always have more accurate, detailed recall

- Spatial contiguity principle: **Words and pictures** presented near each other
- Coherence principle: extraneous material is excluded
- Modality principle: **animation and narration** vs animation and on-screen text



# Your Pitch Presentation

- Does it communicate clearly and simply for impact and understanding?
- Does it evoke emotion or feeling?
- Does it clearly show what is in it for the investor?
- Does your logo relate to your product and values?
- Does your first slide have a hook and tell your value story?
- Does your ending and beginning have maximum recall?
- Does it emphasize meaning before details?

# Roadmap





# More to Come

# We are listening

Please type in the chat




## in.pazienti®

Where patient voices drive change

In.Pazienti® is a platform designed to empower patient influencers and their communities, connecting them with key players in the healthcare ecosystem.

# Panel Discussion

## Swiss Biotech Day 2026

**SWISS**   
**BIOTECH**™



Interested in sharing your value story?  
E-Mail: [dheimberg@thebloc.com](mailto:dheimberg@thebloc.com)

# Live Q & A



The **BLOC**busterswebinar

# Thank you

Rüchligweg 55, 4125 Riehen/BS, Basel, Switzerland

+41 61 336 90 60

[dheimberg@thebloc.com](mailto:dheimberg@thebloc.com)

[thebloc.com](https://thebloc.com)

