

A photograph of the Boston skyline at dusk, featuring several prominent skyscrapers and a harbor with several boats. The sky is a mix of blue and orange, and the water is dark blue.

Catalyst

# Basecamp Boston

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Forging solid connections  
for business growth

26–29 June 2023

Schedule

BASECAMP BOSTON 2023 AT A GLANCE					
SUNDAY 25th June	MONDAY 26th June	TUESDAY 27th June	WEDNESDAY 28th June	THURSDAY 29th June	FRIDAY 30th June
TRAVEL AND ARRIVAL	08:30-09:00 Arrival/Registration	08:30-09:00 Arrival/Refreshments	08:30-09:00 Arrival/Refreshments	08:30-09:00 Arrival/Refreshments	Meeting spaces are available and CIP/Catalyst Staff are available for consultations/debriefs
	09:00-09:30 Welcome	09:00-09:50 Recruiting in the US	09:00-10:00 GreenTech: Inflation Reduction Act & Federal Funding	09:00-10:00 SaaS Pricing & Scaling	
	09:30-10:30 Intro to Ecosystem			10:00-11:30 Life Science: Market Access, Insurance, & Adoption	
	BREAK	BREAK	10:00-11:00 GreenTech: State Funding	10:30-12:00 Managing Partnerships	
	11:00-12:30 Setting up in the US	10.15-11.30 Investment Roundtables	10:30-12:00 GTM Strategy		
	11:00-12:30 Acuity MD (MedTech)	12:00-13:00 LUNCH	12:00-13:00 LUNCH	12:00-13:30 LUNCH & DEBRIEF	
	12:30-13:30 LUNCH	13:00-14:00 Mentor Meetings	13:00-14:00 Mentor Meetings	14:00-17:00 Tour Options / Site Visits / Self-managed follow up mentor meetings / Customer Meetings	
	13:30-14:40 Life Science Pitches	14:00-15:00 Mentor Meetings	14:00-15:00 Mentor Meetings		
	SWITCH	15:00-16:00 Mentor Meetings	15:00-16:00 Mentor Meetings		
	15:00-15:50 Greentech Pitches	16:00-17:00 Mentor Meetings	16:00-17:00 Mentor Meetings		
	SWITCH	17:30-18:30 VC Debrief	17:00-18:30 Service Provider networking Session		
	16:10-17:30 SaaS/ Big Data /AI Pitches	Remainder of evening at leisure		Remainder of evening at leisure	
17:00-19:00	Remainder of evening at leisure / return journey for those leaving on Thurs				
WELCOME RECEPTION: CONSULATE RESIDENCE			KEY:		
		Applicable to everyone			
	18:30-19:30 Reception		Sector Specific		
	19:30-21:30 Dinner: Catalyst Restaurant		Break		

Time	<p style="text-align: center;"><b>Basecamp Boston</b>  Sunday 25<sup>th</sup> June</p>
N/A	Travel and check in at Le Meridien Hotel, Cambridge.
17:00–19:00	<p style="text-align: center;"><b>Evening Drinks Reception at British Consulate Residence</b>  <b>15 Chestnut Street, Boston MA 02018</b>  (Boston's historic Beacon Hill district near the State House)</p> <p>Join us for an exclusive and engaging drinks reception at the UK Consulate Residence for an evening of networking, knowledge exchange, and collaboration. Dress code smart causal.</p> <ul style="list-style-type: none"> <li>• 17:30 Welcoming address from Consul General, Dr Peter Abbott OBE</li> <li>• 17:40 Address from Catalyst Chair, Ellvena Graham OBE</li> <li>• Insights on an entrepreneurial journey from beer to biotech in Boston serial entrepreneur and investor, Mark Bamforth, Founder, Thairm Bio</li> </ul>

Time	<b>Monday 26th June</b> CIC, 245 Main Street, 3rd Floor
08.30-09.00	<b>Arrival, Registration, Light Breakfast</b>
09.00-09.30	<b>Welcoming Remarks</b> <ul style="list-style-type: none"> <li>• Steve Orr OBE, Catalyst CEO</li> <li>• Tim Rowe, CIC CEO</li> </ul>
09.30-10.30	<p style="text-align: center;"><b>Intro to Ecosystem</b>  <b>Abi Barrow, CIP</b>  <b>(Optional for Returning Companies)</b></p> <p>Cambridge Innovation Partners will start the programme by giving an overview of the Boston Ecosystem. Exploring how the networks of different business clusters come together to accomplish something beyond the effective scope and capacity of any independent company and showing how Boston can address the common requirements of the Cohort.</p>
10.30-11.00	<p style="text-align: center;">Break</p>
11.00-12.30	<p style="text-align: center;"><b>Setting Up in the US</b>  <b>Diviya Padman &amp; Rich Evans, Wilson Sonsini Goodrich &amp; Rosati</b></p> <p>This session will focus on the legal and tax issues that every company will need to consider, with <b>Diviya Padman &amp; Rich Evans</b>, from Wilson Sonsini Goodrich &amp; Rosati.</p> <p>This session will focus on the representation of public and private growth companies in the life sciences, technology, and national defense sectors at every stage of their development. He has counseled clients on a wide variety of matters, including private placements and public offerings of equity, debt, and convertible securities; mergers, acquisitions, and divestitures; angel, bridge, and seed financings; venture capital and private equity transactions; joint ventures and strategic alliances; corporate governance and fiduciary duties; regulatory compliance; complex cross-border transactions; and other general corporate and securities law issues.</p>
11.00-12.30	<p style="text-align: center;"><b>Acuity MD</b>  <b>(For Returning Medtech companies)</b>  <b>Lee Smith, Co-founder, Head of Commercial Development</b></p> <p>AcuityMD is a commercial platform built for the medical technology industry. Thousands of sales and marketing professionals use AcuityMD to identify target markets, surface top opportunities, and grow their business. During this session, you will have the opportunity to explore the key features and benefits of Acuity MD and witness first-hand how this technology can help develop your company's US expansion.</p>
12.30-13.30	<p style="text-align: center;">Lunch</p>

	<p style="text-align: center;"><b>Pitches to audiences of mentors and investors</b></p> <p>We have allotted 5 minutes per presentation with 4 minutes for Q&amp;A and allowing a 1 minute turnaround between pitches. As many of the mentors will only be relevant to certain companies, we have broken this into three sessions, and staggered the presentations by cluster area.</p>
13.30-14.40	<p style="text-align: center;"><b>Life Science Pitches (7)</b></p> <ul style="list-style-type: none"> <li>• Axial3D</li> <li>• Causeway Sensors</li> <li>• Kinsetu (SaaS / IoT with Healthcare focus)</li> <li>• Neurovalens</li> <li>• ProAxis Limited</li> <li>• Re-Vana Therapeutics</li> <li>• Trimedika</li> </ul> <p><i>Mentor/customer appointments for other companies could take place here</i></p>
14.40-15.00	<i>Break for audience change</i>
15.00-15.50	<p style="text-align: center;"><b>Greentech Pitches (5)</b></p> <ul style="list-style-type: none"> <li>• CATAGEN</li> <li>• Nuada (formerly MOF Technologies)</li> <li>• Pure Marine Gen</li> <li>• RESPONSIBLE (ecommerce / ReCommerce)</li> <li>• Senergy Innovations</li> </ul> <p><i>Mentor/customer appointments for other companies could take place here</i></p>
15.50-16.10	<i>Break for audience change</i>
16.10-17.10	<p style="text-align: center;"><b>SaaS / Big Data / AI Pitches (5)</b></p> <ul style="list-style-type: none"> <li>• FOODS CONNECTED LTD (SaaS / Analytics)</li> <li>• Kairos (SaaS / Sports Tech)</li> <li>• RETiniZE (SaaS / Creative Tech)</li> <li>• Right Revenue (SaaS / e-commerce)</li> <li>• TeamFeePay (SaaS / Sports Tech)</li> </ul> <p><i>Mentor/customer appointments for other companies could take place here</i></p>
	<b>Dinner: Catalyst Restaurant, 300 Technology Square, Cambridge</b>
18.30-19.30	<b>Networking Reception, 30 second company intros</b>
19.30-21.30	<p><b>Seated Dinner</b></p> <p>Welcoming remarks from Fiona Bennington, Catalyst; and Bob Ladner, CV6</p>

Time	<b>Tuesday 27th June</b> CIC, 245 Main Street, 3rd Floor
08:30-09:00	Arrival & Light Breakfast
09.00-09:50	<p style="text-align: center;"><b>Recruiting in the US</b>  <b>Brian Denenberg, Venture Lane</b></p> <p>Co-Founder of Venture Lane, Sales Expert &amp; Mentor, Brian Denenberg, is a sales processes expert, repeat investor, and mentor, helping companies develop their sales process, improve their product, and solidify their go-to-market strategies. He has extensive experience building direct, channel, and inside sales teams. In addition to working with over 100 early-stage companies, he has advised over 50 multinational companies on their regional or global channel sales strategies. This session will focus on how to recruit the best staff for your needs in the US. We will explore effective talent sourcing strategies, retention and culture fit, commensurate salary scales, how to attract top talent and build high performing teams.</p>
09:50 -10:15	Break
10.15-11.30	<p style="text-align: center;"><b>VC Roundtable Discussions (sector specific) – US Landscape, Opportunities, and Relationship Building</b></p> <p>These three roundtable discussions will provide an overview of the US investing landscape, highlighting key factors that influence investment decisions. Sector specific VCs will share their own perspectives, giving insights into their investment focus areas and the rationale behind their investment strategies. By leveraging the expertise and experiences of the VC mentors and engaging in open discussions, NI companies will gain valuable insights into the US investment landscape.</p> <p><b>SaaS Roundtable VCs</b>            Michael Frank, Frank &amp; Company – (moderator)            Maia Heymann, Converge            Sam Thompson, Progress Partners            Johannes Paefgen, Hilti</p> <p><b>Life Science Roundtable VCs</b>            Eric Evans, MassMedical Angels – (moderator)            Dave Uffer, General Inception            Hirak Parikh, Johnson &amp; Johnson Innovation</p> <p><b>GreenTech Roundtable VCs</b>            Tibor Toth, Aramco (moderator)            Hilary Flynn, Mass Clean Energy Center            Dave Miller, Clean Energy Ventures</p>

	While these sessions are scheduled for 10:15-11:30 we anticipate companies may have questions for the VCs they do not want to discuss in an open forum, we have allotted 30mins before lunch to allow for follow up conversations where appropriate.
12.00-13.00	Lunch
	<b>Mentor Meetings</b> (Individual meeting schedules will be shared with each company in advance)
13.00-14.00	Meeting Slot 1
14.00-15.00	Meeting Slot 2
15.00-16.00	Meeting Slot 3
16.00-17.00	Meeting Slot 4
17.30-18.30	<b>VC Debrief - What have we learned today, swap notes on VC roundtables</b>  Since each roundtable discussion is focused on a specific sector, we aim to offer the Life Science, Greentech, and SaaS clusters a chance to share their insights from their respective discussions. This will facilitate a collective learning experience where companies can exchange valuable insights gained from the VC discussions. What was the most significant insight you gained from today?
	<b>Remainder of evening at leisure</b>

Time	<b>Wednesday 28<sup>th</sup> June</b> CIC, 245 Main Street, 3 <sup>rd</sup> Floor
08:30-09:00	Arrival & Light Breakfast
09:00-10:00	<p align="center"><b>Inflation Reduction Act &amp; Federal Funding with Jeremy McDiarmid</b></p> <p>Jeremy McDiarmid, Managing Director &amp; General Counsel at Advanced Energy United and the former Vice President, Policy &amp; Government Affairs, NECEC (Northeast Clean Energy Council) will guide attendees through an informative one-hour workshop on the Inflation Reduction Act, GreenTech Federal Funding, and the role of federal policy.</p>
10:00-11:00	<p align="center"><b>GreenTech State Funding with Dan Bosley</b></p> <p>Daniel Bosley is the owner of Dan Bosley Consulting Services, whose clients include state and federal policy advocacy groups in clean energy. Bosley served for 24 years as the State Representative from the First Berkshire District. In the Legislature, Bosley was appointed to several leadership positions including chairing three committees and as a member of the conference committee on budgeting. While in the Legislature, Bosley was appointed to the Federal USTR's Intergovernmental Policy Advisory Council and served as the National Chair of the Council of State Governments (2004).</p> <p>This one-hour workshop is designed for GreenTech entrepreneurs and individuals seeking to understand and access state-level funding opportunities.</p>
10:30-12:00	<p align="center"><b>GTM Strategy with Michael Phelan</b></p> <p>Defining your U.S. Centric Goals and Timelines with Go-to-Market Pros.</p> <p>Michael Phelan is Principal &amp; Founder at Go-to-Market Pros. He was formerly a marketing executive at Staples, and Reebok. He founded his company 10years ago to help companies make significant inroads into new markets &amp; product categories.</p> <p>Michael specializes in market entry and expansion, launching new products &amp; services and growing revenue through innovative sales and marketing programs. He has worked with NI companies on the Way 2 Scale programme for the past 5 years.</p>
12.00-13.00	Lunch



	<b>Mentor Meetings</b> (Individual meeting schedules will be shared with each company in advance)
13.00-14.00	Meeting Slot 1
14.00-15.00	Meeting Slot 2
15.00-16.00	Meeting Slot 3
16.00-17.00	Meeting Slot 4
17.00-18.30	<b>Service Provision Networking Session</b>
	<p>Confirmed service providers:</p> <ul style="list-style-type: none"> <li>• TBD, <a href="#">Halloran Consulting</a></li> <li>• Alice Sloan, <a href="#">Sloan Growth Strategies</a></li> <li>• Matt Foley, <a href="#">Bigelow CPA</a></li> <li>• Warren Browne, <a href="#">Browne Consulting</a></li> <li>• Dan Goddard, <a href="#">Browne Consulting</a></li> <li>• John Frey, <a href="#">First Republic Bank</a></li> <li>• Jamie Brewer, <a href="#">Hunter Healthcare</a></li> <li>• Jason Mitchell, <a href="#">RSM</a></li> <li>• Steve Kantor, <a href="#">KEH Insurance Agency</a></li> <li>• John Pennett, <a href="#">Eisner Amper</a></li> </ul> <p>Other service providers have been invited but have yet to confirm</p>
	<b><i>Remainder of evening at leisure</i></b> (See back page for list of recommended restaurants)

Time	<b>Thursday 29th June</b> CIC, 245 Main Street, 3rd Floor
08.30-09.00	Arrival & Light Breakfast
09:00-10:30	<p><b>SaaS Pricing &amp; Scaling in the US with Kent Summers</b></p> <p>Kent Summers is a seasoned software entrepreneur with four successful exits (three as founder/CEO) and long-time contributor to the Boston entrepreneurship community in both academic and volunteer capacities. Kent teaches the "B2B Sales for Startups" IAP course at MIT, is an Executive Leadership Coach at the Harvard Business School and serves on the board of Sigma Additive Solutions (NASDAQ: SASI).</p> <p>This session will guide you through the intricacies of developing a winning pricing strategy and navigating the complexities of scaling your SaaS business in US markets.</p>
10:00-11:30	<p><b>Life Science Workshop - Market Access, Insurance, and Adoption with Laurel Sweeney, Founder of Access Strategies LLC</b></p> <p>Laurel is an experienced market access and policy professional with subject matter expertise in health policy, value-based care, reimbursement, health economics, and medical technology. Before launching Access Strategies in 2018, Laurel was the global lead for market access for Philips Healthcare. In this workshop you will gain a greater understanding of the market access ecosystem in the US. Explore the evolving dynamics, regulatory considerations, and key stakeholders involved in market access, including payers, providers, and policymakers.</p>
10:30-12:00	<p><b>Managing Strategic Partnerships - Unlocking Success Across Industries (sector agnostic workshop) with Kent Summers</b></p> <p>Participants will gain practical insights and strategies for NI startups and scaling companies to effectively identify, establish, and manage strategic sales partners in US markets. Topics covered include types of B2B sales channels, example partner scenarios, potential benefits and drawbacks of channel sales, and best practices for negotiating and structuring partner agreements to manage governance, licensing and service agreements, exclusivity, and intellectual property considerations. The investment and resources required to establish and support channel sales in the US will also be addressed.</p>
12.00-13.30	Lunch & Cohort Debrief in Mosaic Room

13.00-16.00	<b>Tour Options/ Customer Visits</b>
	<p>For the afternoon of the last programmed day participating companies have the option to attend one of the below site visits/tours. These are optional and if none of the below options are applicable this time can be used to set your own follow up meetings.</p> <p>Tour Option 1: Ginkgo Bioworks - <a href="http://www.ginkgobioworks.com">www.ginkgobioworks.com</a>  Tour Option 2: CIC Tour - <a href="https://cic.com/cambridge">https://cic.com/cambridge</a>  Tour Option 3: Venture Lane - <a href="https://theventurelane.com/">https://theventurelane.com/</a></p>
<b>17:00</b>	<b>Return Journey for some</b>
<b>17.00-19.30</b>	<b>Venture Café @ CIC -optional</b>

**Friday 30<sup>th</sup> June: Non-Programmed Day**

CIP and Catalyst Staff available for consultations/debriefs and CIC space available for follow-up meeting

## RESTAURANTS FOR EVENINGS AT LEISURE

There are over 30 restaurants a walkable distance from Le Meridien hotel and the CIC venue. The hotel has recommended the following:

- Russell House Tavern - <https://russellhousecambridge.com/>
- Miracle of Science Bar + Grill - <https://miracleofscience.us/>
- Sulmona - <https://sulmonacambridge.com/>
- Pepper Sky's - <https://www.pepper-skys.com/>
- Catalyst Restaurant - <https://www.catalystrestaurant.com/>
- 730 Tavern, Kitchen & Patio - <https://730tavern.com/>
- Glass House - <https://www.glasshousecambridge.com/>
- The Mad Monkfish - <https://www.themadmonkfish.com/>
- Roxy's Grilled Cheese & Burgers (Hamburger/Grilled Cheese Restaurant however, they have an arcade attached offering a unique experience) - <https://www.roxysgrilledcheese.com/cambridge-arcade>
- Flour, 190 Massachusetts Avenue, Cambridge, MA 02139 - <https://www.flourbakery.com/>
- Soloniki Greek, 181 Massachusetts Ave. Cambridge, MA 02139 - <https://www.salonikigreek.com/locations>
- Naco Taco - <https://www.nacocentral.com/location/naco-taco/>
- Legal Sea Foods - <https://www.legalseafoods.com/locations/cambridge-kendall-square/>
- Shy Bird - <https://www.shybird.com/location/shy-bird-kendall-square/>