



# HOW DO I EFFECTIVELY POSITION MY COMPANY TOWARDS INVESTORS?

## ONE DAY INVESTOR RELATIONS WORKSHOP FOR START-UP COMPANIES

You learn on how to craft a crisp and convincing company positioning and a set of strong key messages. We will discuss the cornerstones of an investor relations strategy that fits to your business strategy and the development stage of your company. Today's expectations of investors and what it takes to draft a convincing investor slide deck will be another focus. We will also explore best ways on how to visualize your key messages. A practical training of an investor pitch will round off the day.

The workshop is conducted by Daniel Piller, CEO of Piller Public GmbH ([www.piller-public.ch](http://www.piller-public.ch)). Daniel managed global media relations of Roche for nearly a decade. As a former business editor of the Neue Zürcher Zeitung the trained economist also brings in his journalistic view on companies. For some time he has his own start-up and uses his tried and tested communications and management know how to advise life sciences companies – newly founded start-ups to big corporates – in Communications and Investor Relations.

### The Workshop consists of six main components:

- Company Positioning
- Investor Relations Strategy
- Today's expectations of investors
- Investor slide deck
- Visualizing communications
- Practical training of an investor pitch

Meaningful progress can be made in a single day. However, you often will need specific advice when you face a specific challenge. One hour of individual communications advice is therefore included in the package.

**Price, dates, registration.** The price per participant is CHF 850 (excluding VAT). The workshop location and date are fixed according to individual needs. The training is conducted in English or German. For additional information, please contact Daniel Piller ([piller@piller-public.ch](mailto:piller@piller-public.ch), +41 79 341 36 78).

### Testimonial

Gaudenz von Capeller, CFO Cellestia: «Thanks to Daniel's advice and support in getting ready for an important virtual investor conference, I felt better prepared from a content and mental point of view.»