

## DAY 1 | TUESDAY, JUNE 16

9:00 – 10:00 AM

### Introducing DIA's LIFT Series

Overview of the LIFT Series and introduction to Whale Tank



10:15 – 11:30 AM

### Session 1: Before You Build: Discovering Real Product-Market Fit in Clintech and Biotech

- Led by winning founders and investors, including [Dan Snyder](#) (CEO of the PlayBook and former CEO of Molecular MD)
- Why “customer,” “buyer,” and “user” aren’t interchangeable
- Mapping hidden stakeholders and real decision paths: who decides, who influences, and who pays
- Validation checklist: what to test before building, piloting, or scaling

11:30 – 1:30 PM

### Whale Tank with Clintech Focus Company Pitches

- Service & Technology Company Pitches
- Structured networking and speed dating



1:45 – 3:00 PM

### Pitch Perfect: How to Nail Stage Talks and Market-Product Fit Presentations

- Led by founder and noted pitch coach [Jeff Smith](#) (Founder of Whale Tank and former Co-Founder of Try.ai)
- Moving audiences from attention à solution à action sequence
- Presenting for market fit
- What enterprise buyers and pharma leaders listen for

3:00 – 4:00 PM

### [For Pitching Companies] Whale Bowls / Feedback Roundtables with clintech founders, pharma, and investors



4:15 – 5:15 PM

### Reverse Pitches: How Pharma Actually Buys

- Led by Whale Tank judges and biopharma thought leaders
- What stops deals before they start
- MSAs, compliance, relationships, and the real buying criteria
- How biopharma relationships get built

## DAY 2 | WEDNESDAY, JUNE 17

8:00 – 9:00 AM

### Opening Plenary: From Idea to Life-Changing Reality: CAR-T's Journey and the Next Wave of Innovation

A fireside chat with [Bruce Levine](#) and [Brad Watts](#) to reflect on how CAR-T moved from a bold experiment to a new standard of care and a catalyst for broader biotech innovation. Through scientific, policy, and patient lenses, the session will examine what it takes to translate high-risk science into sustainable therapies, and what that implies for regulators, payers, sponsors, and technology partners.

9:00 – 10:00 AM

### Whale Tank with Biotech Focus Company Pitches

- Biotech Company Pitches



10:15 – 11:30 AM

### Session 2: Inside the Biotech Breakthroughs: How Investors and Founders Build Winning Companies

A candid look at what “success” in biotech really takes, told through case studies from leading venture groups and founders who have scaled from idea to inflection point. Panelists will unpack the key decisions, nearmisses, pivots, and partnership strategies behind notable stories, translating them into practical lessons for emerging companies and their partners.

11:30 – 1:30 PM

### Whale Tank with Biotech Focus Company Pitches

- Biotech Company Pitches
- Structured networking and speed dating



1:45 – 2:45 PM

### Session 3: Inside the Investor's Mind: How Today's Biotech Investors Choose Where to Place Their Bets

Investors and financial leaders will discuss how they are evaluating pipelines, platforms, and partnerships in the current funding climate. The conversation will cover where they look for differentiated deal flow, how valuation frameworks are changing, and what ultimately convinces them to lean in - or pass.

2:45 – 3:45 PM

### [For Pitching Companies] Whale Bowls / Feedback Roundtables with biotech founders, pharma, and investors



4:00 – 5:00 PM

### Closing Session: The New Era for Innovation: Catalysts and Collaborators for Acceleration

This closing session explores how the next era of biotech may unfold, spotlighting emerging ideas, partnership models, and global dynamics shaping innovation and impact.

6:00 – 9:00 PM

### DIA Celebrate and Inspire Awards

Startup-focused engagement opportunities embedded throughout the evening



Located in The Exchange  
immersive exhibit hall.