
The Pharma Business Development Course

An Overview Course

By:

Martin Austin



- Martin uniquely combines a wealth of BD experience with entertainment talent.
- A former senior BD executive with Roche and Paul Capital Partners.
- Founder & Managing Director of TransformRx.
- Author of *Business Development for the Biotechnology and Pharmaceutical Industry*.

By attending this course, you will:

1. Grasp the **entire process of deal-making** within the pharmaceutical and biotech industries, and learn the **language**, the **concepts and tools** from a practitioner's point of view.
2. Know how to **profile the most suitable products** for your company's profile, and where to search for the opportunities.
3. Grasp the principles of **valuation** and know what works best for which purpose.
4. Get expert advice on **negotiation strategy and tools**, and on how to best conduct the interactions.
5. Learn to write a good **term sheet** and how to assess those from other parties.
6. Know how to best manage the **contract phase** and how to avoid the **financial and legal pitfalls** that can break a deal.
7. Capitalize on Martin Austin's vast experience in concluding and financing successful deals in the pharma and life science biotech industries.

What sets this course apart?

Unlike other courses that focus on a particular skill or aspect, this programme addresses all key steps in the pharma business development process, equipping you with powerful decision-support tools, expert insight into key success factors and time-saving advice.

To register, complete the online registration form at www.celforpharma.com

All past participants admired Martin Austin's enormous expertise and experience. His background is rather unique, combining big pharma business development with senior life science capital investment experience.

Who should attend?

This course has proven to be very successful for two categories of executives:

Mid- to senior level executives in small pharma and biotech companies with limited formal training in business development but whose role increasingly involves business development activities.

Junior to mid-level managers contributing to the business development process in midsize and big pharma companies (e.g. technology assessment, business intelligence...) who need a better understanding of the complete business development process.

Course agenda

The course starts on the first day at 09:30h with a welcome coffee and ends on the second day no later than 17:00h.

Day 1

- **Welcome & General Introduction**
 - Why "Business Development"?
 - What does the role entail?
 - Scope of this course.

- **Profiling the Opportunities That Will Be Successful for Your Company**
 - Defining the playing field: external & internal parameters.
 - Using the "Numerical SWOT" to quantify and differentiate BD opportunities and gain insight.
 - Discriminating between opportunities in relationship to your company's capabilities using a "Gap analysis" technique.
 - Zooming-in on the ideal "Opportunity Anatomy" that should drive the search process.

- **Searching for the Right Candidate(s)**
 - The process.
 - The main sources.
 - The search selection criteria.
 - Using the "Evaluation Array" to drive go/no go decisions.

- **Valuing the Opportunity**
 - Deciding on the assumptions & parameters that should underpin your forecasts: should your forecasts be market based?... epidemiology based?... pharmaco-economically based?...product-lifecycle based?...

- The pitfalls in forecasting and the power of the "Prophecy" concept.
- A review and discussion of merits & fallacies of traditional models: NPV, IRR, Black Scholes, Monte-Carlo Risk Analysis and Genetic Algorithms.

GROUP DINNER

Day 2

- **Valuing the Opportunity (contd.)**
 - Risk & Return: the keys to valuation
- **Deciding on the Best Deal Structure**
 - Overview and pros & cons of different deal structures: JVs, licensing, M&A, etc.
 - Discussion and analysis of successful cases as well as failures.
 - Which model fits your company situation best?
- **Negotiating the Deal**
 - Key elements of the "Term Sheet".
 - Effective negotiation planning: key success factors in the process.
 - The power of the "Anchoring" technique.
 - Dos & don'ts during negotiation meetings.
- **Financial & Legal Success Factors / Considerations**
 - The final contract: what it should include to avoid problems.
 - Dispute resolution.

Learning methodology

Martin Austin optimally balances theory with short exercises and numerous anecdotes that illustrate the theory. The strength of this course lies in providing a comprehensive overview of the business development and the many checklists and decision support techniques & tools that can be used in each step.

Meet the expert: Martin Austin

Martin Austin has a strong reputation in Europe's senior (bio)pharma business development community. His profile uniquely combines the expertise and experience of a high profile pharma business development executive with that of a senior life science capital investment officer. Between 1996 and 2000, Martin was Roche's global Head of Business Development for Pharmaceuticals. During that period he played a leading role in the establishment of Roche Genetics, the rationalization of the R&D portfolio which led to the establishment of Actelion, Basilea and BioXell, as well as in the acquisition and integration of Boehringer Mannheim. After that, until January 2005, he was a Principal with Paul Capital Partners, a global private equity firm, leading their European Royalty healthcare activities.

In 2005, Martin founded TransformRx to provide business advice to clients regarding investment and business development opportunities. Martin is also a faculty member of the “European Course for BioBusiness Development” at the University of Basel.

Dates, Venue & Accommodation

Please have a look at http://www.celforpharma.com/pharma-management/training/pharma-business-development-course.html?linkid=minimenu_dates#dates

Registration fee

Please have a look at http://www.celforpharma.com/pharma-management/training/pharma-business-development-course.html?linkid=minimenu_fee#fee

To register, please complete the online registration form at <http://www.celforpharma.com/pharma-management/training/registration/register-online.html>