
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.

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

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.

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?...

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

- 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

- 25-26 October 2010, Zurich
- 30 Nov. – 1 Dec. 2010, Brussels

Venue & Accommodation

25-26 October 2010

This course takes place at the Hilton Zurich Airport Hotel, which is situated close to Zurich Airport.

Hilton Zurich Airport Hotel
Hohenbuehlstrasse 10
Opfikon-Glattbrugg 8152
Switzerland
Tel: +41-44-828-5050
Fax: +41-44-828-5151

We have secured preferential room rates at this hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, C.E.L.*forpharma* will send you a Hotel Accommodation Sheet to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter (marie.stricklesse@celforpharma.com ; tel +32(0)2 709 22 41).

30 Nov. – 1 Dec. 2010

This course takes place at the Sheraton Airport Hotel & Conference Center which is situated opposite Brussels National Airport, literally at 2 minutes' walking distance from the arrival hall.

Sheraton Brussels Airport Hotel
Brussels National Airport
1930 Zaventem
Belgium
Tel: +32 (0) 2 710 80 00
Fax: +32 (0) 2 710 80 80

We have secured preferential room rates at this four-star hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, C.E.L.*forpharma* will send you a Hotel Accommodation Sheet to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter (marie.stricklesse@celforpharma.com ; tel +32 (0)2 709 22 41).

Registration fee

	Price*
25 – 26 October 2010 Course (PBD-14)	
▪ Registration before 10 September 2010	€2.450
▪ Registration after 10 September 2010	€2.850

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

30 Nov - 1 Dec 2010 Course (PBD-13) <ul style="list-style-type: none">▪ Registration before 15 October 2010▪ Registration after 15 October 2010	€2.450 €2.850
---	------------------

* (VAT excl.)