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Carlos Velez

Business Development & Licensing Course For Pharma & Biotech

An Overview Course



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with your industry peers



 **CELforPharma**
NEVER STOP LEARNING

Business Development & Licensing Course For Pharma & Biotech

An Overview Course

Learn

- The role of partnering models and the BD&L function for corporate growth.
- Comprehensive overview of licensing in the context of business development in the pharma-biotech world.
- Key success factors and tips for the planning and execution of the in- and out-licensing process.
- What you need to know about patents and intellectual property.
- Overview of forecasting and valuation tools, methods and approaches.
- Introduction to term sheets and their impact on the valuation.
- Fundamentals of negotiation, closing the deal and managing the alliance.



The Expert
Carlos Velez

- Founder and Managing Partner of Lacerta Bio, an international consultancy specialising in both in- and out-licensing of prescription and non-prescription product candidates and commercial products, across multiple therapeutic areas and markets.
- Career of 10+ years in senior Business Development roles at Penwest Pharmaceuticals, Lantic Therapeutics Forest Labs, and Genencor (now Danisco).
- Has trained and consulted business development executives across the world on in- and out-licensing in lifesciences.

Dates & Locations

21-22 September 2023 (*Brussels*)
14-15 November 2023 (*live online*)

Visit www.celforpharma.com for registration fees and updates.

Additional Benefits

- Capitalise on the vast real-world experience of the expert.
This course is full of examples, practical insights and tips!
- Network and share experiences with peers from both the pharma and biotech side.

Why You Should Attend This Course

Business development & licensing in pharma and biotech is complicated and it takes years to master the full process. This course offers a unique opportunity to speed up your learning curve. You will get a comprehensive overview of the licensing process in the context of business development in the pharma-biotech world. And you will grasp the critical success factors in all the key steps of the process: strategy and planning, finding and reaching out to potential partners, patents and intellectual property, valuation, term sheets, negotiations and alliance management. The course combines theory with interactive group exercises so that you will be able to apply all learnings when back in the office.

Agenda

All courses are held in CET/Brussels Time. Please check the Dates & Locations section on our website for the exact start and end times, or send an email to kealeigh.steel@celforpharma.com.

Day 1

Welcome & Audience Expectations (~15 min)

Introduction to Business Development in Pharma/Biotech (~1 h)

- The role of Business Development & Licensing and the key players
- BD organisational models: In-licensing vs. out-licensing
- Definition and uses of fundamental partnering models
 - The research agreement
 - The joint venture
 - The license
 - Mergers and acquisitions
- Partnering models as a continuum
- The in- and out-licensing perspective of corporate growth
- Licensing trends across therapeutic areas and across the product lifecycle

Strategy & Risk in Business Development (~30 min)

- Defining strategy in the BD&L context
- The role of BD&L across the Value Chain
- What is the relationship between Strategy and Licensing?
- Special Situations
 - The "platform" business model
 - The AI business model

Effective Out-Licensing Communications (~1 h)

- Overview of the out-licensing campaign process
- Why a "pitch" deck is insufficient
- The Core Presentations
 - The "Follow Up" presentation
 - The "Meeting" presentation
 - The "Confidential" presentation
- A formula for writing effective outreach messages

Lunch Break

CSFs in the Planning and Execution of the Out-Licensing Process (~1 h)

- Criteria for assessing whether your candidate is even licenseable
- Who is a good partner, where to find them and how to contact them
- Managing expectations: what does successful out-licensing mean?

Group exercise on a case-study: in small groups, participants will discuss whether a drug candidate is licensable. Group findings will be discussed in plenary.

CSFs in the Planning and Execution of the In-Licensing Process (~45 min)

- Strategic considerations when in-licensing
 - Importance of strategically defined search criteria
 - The Portfolio vs. Franchise Perspective
 - New Market Entry considerations
- Tactical Considerations
 - Where to source
 - The evaluation challenges
- Organisational Considerations
- Deal Structure and Valuation considerations

Patents and Intellectual Property: Goal, Definition & Process (~45 min)

- What is a patent?
- The four phases of the patenting process
- Local versus International patents: The PCT & WIPO/EPO
- When to patent?
- Out-licensing versus In-licensing perspectives

Close of Day 1

Day 2

Valuation of Drug Candidates – Part I: Forecasting the Opportunity (~1 h 30 min)

- Why do we perform valuations?
- Revenue forecasting
 - Epidemiology versus Market Approaches
 - Pricing and Reimbursement considerations
- Expense forecasting
- Gathering and analysing comparables
- Special situations:
 - Orphan / Rare Diseases
 - Pediatric and Related studies in special populations

Valuation of Drug Candidates – Part II: Tools, Methods & Approaches (~1 h 15 min)

- What is risk?
- Risk-adjusted Net Present Value and The Pie
- Valuation conflicts between the Licensee and Licensor perspective
- Description and use of Real Options & Game Theory
- Description and use of Monte Carlo simulations
- Basic, but useful Excel tools & functions like GoalSeek, Data Tables, etc.

Term Sheets and Contracts (~1 h)

- What do you want? What do they want?
- Review of basic term sheet clauses
- The impact of structure and terms in the term sheet on rNPV and The Pie
- Special clauses and situations:
 - Clawbacks
 - Sub-licensing
 - Licensor as manufacturer
 - Pre-IND candidates

Lunch Break

Negotiation, Closing, Alliance Management (~45 min)

- Negotiation basics :
 - The BATNA
 - The ZOPA
- Once contract is signed ...
- Alliance management considerations

Group Work and Role-play on a Case Study: Term Sheets, Valuation and Negotiation (~1 h 45 min)

Participants will work on a pharma/biotech case study to gain practice with term sheets, valuation and negotiation. A coffee break will be foreseen during the case study group work.

Q&A and Closing (~15 min)

Registration Form

Complete the below form and email to aswaan@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.



Questions?

Annelies Swaan
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aswaan@celforpharma.com

Course(s)

Course Title
Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email
First Name Mobile Number
Last Name Country of Work
Job Title

Company Details

Company Name
VAT Number
Invoicing Address:
Street Address
City/Province
Postcode
Country

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.