ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN BUSDEV & LICENSING

LEARN from Pharma’s international top experts

Martin Austin

The Pharma Business Development Course
An Overview Course

LEARN from interacting with your industry peers

"Martin skillfully mixes concepts and examples to teach valuable lessons in business development. His course is interesting, fun, and the sections on profiling and valuing opportunities and structuring the deal were quite helpful."

Siemens Healthineers
Tim Durham
Senior Manager, Strategic Business Development
Germany
The Pharma Business Development Course
An Overview Course

• Comprehensive overview of the business development process in the pharma-biotech world.
• Analytical toolkit to profile opportunities that will be successful for your company.
• Sources and search tips for finding suitable candidates.
• Overview of forecasting and valuation approaches, and typical issues in the process.
• The pros and cons of different deal structures: JVs, licensing, M&A, etc.
• Key success factors and tips for writing a good term sheet and leading the negotiations.
• How to manage the contract phase and to avoid the financial and legal pitfalls that can break a deal.

The Expert
Martin Austin

As a former senior BD executive with Roche and Paul Capital Partners, Martin Austin uniquely combines a wealth of BD experience with entertainment talent.

Board member of several start-ups and Founder of TransformRx.

Author of Business Development for the Biotechnology and Pharmaceutical Industry (Gower, 2008) and Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries (Gower, 2012).

The Pharma Business Development Course

Learn

• Capitalise on Martin’s vast real-world BD experience. His course is full of examples, practical insights, tips ... and fun!
• Network and share experiences with peers from both the pharma and biotech side.

Additional Benefits

The Expert

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Dates & Locations

29-30 September 2020, Brussels
15-16 December 2020, Brussels
23-24 March 2021, Zurich
8-9 June 2021, London

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

Additional Benefits

• Capitalise on Martin’s vast real-world BD experience. His course is full of examples, practical insights, tips ... and fun!
• Network and share experiences with peers from both the pharma and biotech side.

What Participants Say About This Course

Excellent mix of diverse topics, with excellent usage of examples to bring the theory to life. Excellent moderator with a wealth of experience, which was shared generously. Well-run course and a valuable investment of my time! An enriching experience! Thank you!“

GlaxoSmithKline
Panayota Bird
Access Director Global Health Medicines
United Kingdom (June 2019)

Excellent overview of the Business Development process and function.”

EirGen Pharma
Damien Burke
Head of Commercial Operations
Ireland (June 2019)

Being new to business development, this course was highly valuable! I left not only with greater knowledge but also with a number of pearls I can put into practice immediately!

Otsuka
Rita Doramajian
Director, Early Assets, BD&L, Strategy & Innovation
Canada (December 2018)
Agenda

The purpose of this course is to provide an overview of the process, the tools, the issues, etc, which Martin illustrates with real-life examples from his extensive and broad experience. This course does not (and cannot in 2 days, considering the diversity of business needs across the BD function in pharma) provide a step-by-step recipe. All examples relate to pharmaceuticals and pharma-pharma or pharma-biotech deals.

Day 1

10:00 Welcome & Audience Expectations

10:15 Strategic Challenges for the BusDev Function
   • Why business development?
   • Industry and technology trends affecting BD
   • Market Access and the immense importance of a product’s clinical benefit – A major issue for BD!
   • Factors that determine the future value of deals
   • Thinking from the perspective of a company’s cash flows

11:30 Coffee Break

11:45 BD’s Role in Product Portfolio Optimisation
   • Exercise – The Portfolio Game: Teams need to take decisions to optimise the cash flows of a company’s product portfolio for the next 5 years
   • How BD can best contribute

12:15 Profiling Your Ideal Opportunities
   • Internal influencing factors
   • External influencing factors
   • Using the Numerical SWOT to quantify and differentiate BD opportunities and gain insight

13:00 Lunch

13:45 Profiling (cont’d)
   • Using the Gap Analysis technique to discriminate between opportunities based on your company’s capabilities
   • Zooming-in on the ideal Opportunity Anatomy that should drive the search process

15:00 Coffee Break

15:15 The Search & Evaluation of Opportunities
   • Planning the search process: Who-Where-Criteria
   • How to evaluate whether an opportunity is worthwhile pursuing or not
   • Focus on IP: Structure – patent values – issues

16:30 Valuing the Opportunity
   • Defining the value of pharmaceuticals
   • Sales forecasting: Models – pitfalls – issues

17:30 Close

Group Dinner

Day 2

8:30 Valuing the Opportunity (cont’d)
   • Valuation tools (i.e. NPV, IRR, Monte Carlo etc.): Their logic and application issues
   • The risk/return elements of a valuation: Sources of funds – Equity – Banks - ...
   • The implications of pricing & reimbursement on valuing BD transactions
   • Market distortions caused by government interventions: Orphan status, pediatric studies, ...

9:30 Deal Structures
   • Overview of options
   • Pros & cons of each

10:30 Coffee Break

10:45 What Deal Structure Fits Your Company Best?

11:45 Term Sheet
   • Critical elements of the term sheet
   • Example and exercise
   • CSFs when planning the negotiation process

12:45 Lunch

13:45 Negotiation Tips
   • Exercise on the Anchoring technique
   • Dos and don’ts

14:45 Coffee Break

15:00 Financial & Legal Success Factors
   • The final contract: What it should include to avoid problems post-signing
   • Dispute resolution

16:30 Final Q&A

17:00 Close

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Registration Form

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

Questions?
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+32 2 709 01 43
inge@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
First Name
Last Name
Job Title
Email
Mobile Number
Country of Work

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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)

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