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BUSINESS-CRITICAL
COMPETENCIES IN
BUSDEV & LICENSING



LEARN from Pharma's
international top experts

Dr. Jürgen Parrisius & Stefan Fischer

The Pharma Business Development Course

An Overview Course



LEARN from interacting
with your industry peers



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



The Pharma Business Development Course

An Overview Course

Learn

- 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 Experts

Dr. Jürgen Parrisius & Stefan Fischer

- Dr. Jürgen Parrisius is a Managing & Founding Partner of the global BD&L advisory firm ActeaVentures GmbH, and formerly held marketing and BD&L positions at Roche, Pfizer and the biotech Cardion. He has been involved in several high-profile transactions and numerous regional and local carve-out deals in Europe, US, China and South East Asia in various therapeutic areas.
- Stefan Fischer is a Senior Consultant with ActeaVentures GmbH and brings over 25 years hands-on experience in M&A and in- & out-licensing. He was a Global Alliance Director at Roche up to 2001, where he closed 6 deals in 4 years. After Roche, Stefan served as CEO for several biotech companies (Capsant, Mutabilis, FABPharma).

Dates & Locations

5-6 October 2021 (live online)
30 Nov - 1 Dec 2021 (live online)

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

Additional Benefits

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

What Participants Say About This Course



If you want a clear introduction into Business Development I would definitely recommend this course. Stefan and Jürgen are clearly experts in the field and are able to translate this into comprehensible and insightful learning materials!"

Sanquin Plasma Products

Rosan Sierhuis

Business Unit Manager

The Netherlands (September 2020)



This course gives you a clear and excellent overview of the BD function. Stefan and Jürgen have a lot of experience and good presentation skills. Very entertaining and recommended!"

IBSA Institut Biochimique

Andrea Taborelli

Business Development and Licensing Manager

Switzerland (December 2020)



This course goes into the mechanics of a BD deal, providing important insights into the essential elements, challenges and approaches for success. Important insights into what makes a deal doable."

Eli Lilly

Kuldeep Neote

VP-External Innovation

United States (September 2020)

Agenda

Important: all hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

Short breaks will be offered throughout the day.

Day 1

10:00 Welcome & Audience Expectations (~30 min)

Strategic Challenges for the BusDev Function (~30 min)

- 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

BD's Role in Product Portfolio Optimisation (~30 min)

- The impact of product lifecycles on your product portfolio
- How BD can best contribute

Profiling Your Ideal Opportunities (~2 h 30 min: 1 h 30 min before lunch, 1 h after lunch)

- Internal & external influencing factors
- Classical vs. Numerical SWOT to quantify and differentiate BD opportunities and gain insight
- *Group Exercise: participants will work in groups on a Numerical SWOT for a real-world case. The interpretation of the results will be discussed in plenary*
- Using the Gap Analysis technique to discriminate between opportunities based on your company's capabilities
- *Group Exercise: participants will work in groups on a Gap Analysis*
- The Opportunity Anatomy: a technique that leads to a "Perfect Product Profile"

13:00 Lunch Break

14:00 Profiling Your Ideal Opportunities (Continued, ~1 h)

The Search & Evaluation of Opportunities (~1 h)

- 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 ...
- Definition and characteristics of the Target Product Profile

Valuing the Opportunity (~3 h 30 min: 1 h on day 1, 2 h 30 min on day 2)

- Sales forecasting: models – pitfalls – issues
- Valuation tools (i.e. NPV, IRR, Monte Carlo etc.): their logic and application issues
- From forecast to risk adjusted NPV
- *Group Exercise: in smaller groups, participants work on an r-NPV calculation*
- Company valuations
- 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, ...

17:00 Close of Day 1

Day 2

09:30 Valuing the Opportunity (Continued, ~2 h 30 min)

Negotiating the Deal (~2 h 30 min: 1 h before lunch, 1 h 30 min after lunch)

- Critical elements of the term sheet
- Key success factors in negotiation
- Negotiation process and tactics
- Deal components and contract drafting

13:00 Lunch Break

14:00 Negotiating the Deal (Continued, ~1 h 30 min)

Financial & Legal Success Factors (~30 min)

- The final contract: what it should include to avoid problems post-signing
- Dispute resolution

Alliance Management (~30 min)

- Different types of alliances
- Key success factors in Alliance Management
- Failure factors in Alliance Management

Q&A (~30 min)

17:00 Close

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.