The Pharma Business Development Course
An Overview Course

ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN BUSDEV & LICENSING

LEARN from Pharma’s international top experts

Dr. Jürgen Parrisius & Stefan Fischer

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

CEForPharma
NEVER STOP LEARNING
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 the experts illustrate with real-life examples from their 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.

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**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 cashflows

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

**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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The above agenda is for the face-to-face format. The online version of this course will cover the same modules, but the content and format will be adapted to suit the online training setting. Timing of the online course on both days will be 10-12 AM (CET) + 13-16 PM (CET)

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Course Title ____________________________________________
Course Date(s) _______________________________________

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Company Name ____________________________________________
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Street Address ____________________________________________
City/Province ____________________________________________
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Country ____________________________________________

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Questions?

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