Learn from true industry experts and from your peers in other companies at C.E.L.forpharma’s popular 2-day course on:

The Pharma Business Development Course
An Overview Course

Martin Austin

ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN BUSDEV & LICENSING

LEARN from Pharma’s international top experts

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

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 Expert
Martin Austin

As a former senior BD executive with Roche and Paul Capital Partners, Martin 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).

Dates & Locations

<table>
<thead>
<tr>
<th>Dates</th>
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<tr>
<td>8-9 October 2019</td>
<td>Brussels</td>
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<tr>
<td>12-13 December 2019</td>
<td>London</td>
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<tr>
<td>26-27 March 2020</td>
<td>Zurich</td>
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<td>9-10 June 2020</td>
<td>Brussels</td>
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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

“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)

“This BD training course was very valuable and interesting, and provided key information and tips to develop BD skills!”

Sanofi
Olivier Brun
Alliance Manager External Opportunities
France (September 2018)

“Outstanding course for a newcomer in the field of NBD. Concentrated information, great presentation.”

Will-Pharma
Karlygash Abildayeva
New Business Development Manager
Belgium (September 2018)
Day 1

10:00 Welcome & Audience Expectations

10:15 Understanding the Pharma Business Development Function
  • Why "Business Development"?
  • Company value drivers within the industry’s context
  • The business development challenges from a company’s R&D portfolio perspective
  • What does the role entail?
  • Scope of this course

11:30 Coffee Break

11:45 Profiling the Opportunities that will be Successful for your Company
  • 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 the Opportunities that will be Successful for your Company (cont’d)
  • 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

15:00 Coffee break

15:15 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

16:00 Valuing the Opportunity
  • Deciding on the assumptions & parameters that should underpin your forecasts: should your forecasts be market based? …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

17:30 Close

Group Dinner

Day 2

08:30 Valuing the Opportunity (cont’d)
  • Risk & Return: the keys to valuation
  • Pricing & Reimbursement in valuing BD transactions

09:00 Deciding on the Best Deal Structure
  • Overview and pros & cons of different deal structures: JVs, licensing, M&A, etc.

10:00 Coffee Break

10:15 Deciding on the Best Deal Structure (cont’d)
  • Discussion and analysis of successful cases as well as failures
  • Which model fits your company situation best?

11:15 Negotiating the Deal
  • Key elements of the “Term Sheet”
  • Effective negotiation planning: key success factors in the process

12:15 Lunch

13:15 Negotiating the Deal (cont’d)
  • The power of the “Anchoring” technique
  • Dos & don’ts during negotiation meetings

14:15 Coffee Break

14:30 Financial & Legal Success Factors / Considerations
  • The final contract: what it should include to avoid problems
  • Dispute resolution

16:00 Impact of Generics and Biosimilars

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?
Inge Cornelis
+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

Company Details

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

Payment

Payment Method
Bank Transfer
Credit Card (+3%)
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 C.E.L.forpharma’s Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

☐ I accept that C.E.L.forpharma 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 C.E.L.forpharma’s Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.

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