

Supporting Clients with Licensing (1 of 2)



Identification of Partners:

- Identified potential partners for multinational pharmaceutical corporation potentially interested in in-licensing a novel oncology asset in the preclinical stage. The team performed extensive secondary research on potential partners and their product pipelines and deal histories to identify and prioritize companies. Several companies with significant cash reserves, oncology focus, and strong in-licensing history were suggested as possible partners.
- Created a database of 10,424 marketed products sold in the US through either the retail pharmacy or the specialty pharmacy channels. Extensive sales, patent-life, clinician/prescriber specialty data and other research was conducted to produce a final list of 32 potential in-licensing products that aligned with the client's current core competencies and projected capabilities.

Develop Customized Pitches



- Helped an innovative cardiovascular device client prepare for discussions with potential strategic partners and acquirers. The team created a compelling, data-driven analysis of the target market and the client's technology. The team also articulated a clear story about financial and strategic value, tailored to each partner based on its strategy and competitive position. The analysis considered overall cardiovascular device market dynamics, portfolios and strategies of top players, and strategic synergies for each potential partner or acquirer.
- Worked with senior management of an emerging biotech company to help articulate the clinical development for its lead program targeting delayed graft function (DGF) in kidney transplantation. Combining insights from primary and secondary research, the team identified relevant patient segments for trial inclusion and exclusion, as well as potential surrogate endpoints to demonstrate the clinical utility of therapy. This work formed the basis of a forecast model for use in partnering/licensing discussions.

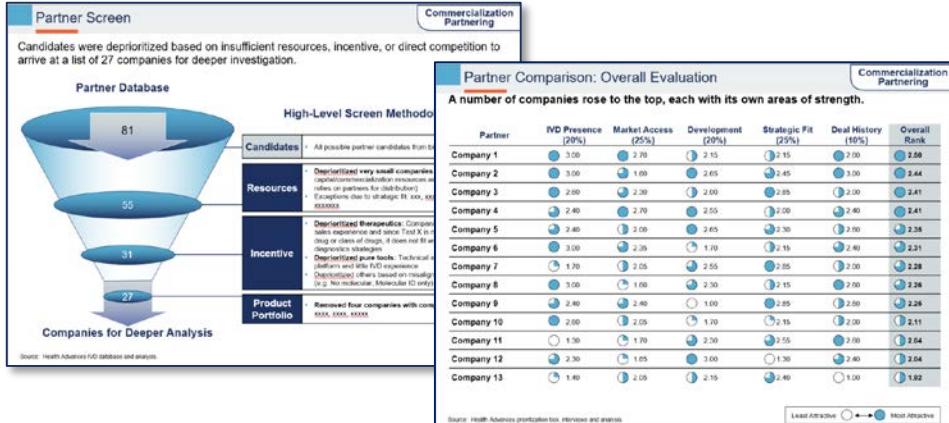
Valuations and Negotiation Support



- Evaluated the prospect of spinning off a significant pulmonology division of a client organization by estimating the proceeds the client could attain from a sale of the business unit. The analysis focused on analogous deals of similar technologies at the same stages of commercialization as well as a cursory inventory of potential buyers.
- Assessed a potential acquisition in the image-guided surgery market, the team estimated the underlying growth of relevant procedures in orthopedics, neurosurgery, and ENT markets through detailed understanding of the reimbursement coding for these procedures and available government and Medicare databases.

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Partner Identification and Prioritization:



Customized Pitches:

A Transformative Therapy for *Pseudomonas*

Product X is a unique, potentially transformative therapy for the treatment of *Pseudomonas*.

- Current pipeline agents for *Pseudomonas* are all reformulations of generic antibiotics.
- CF KOLs are eager for a new approach that would be synergistic with all current antibiotic treatments.

Novel Mechanism of Action

- "This is an extremely interesting concept, not just another reformulated antibiotic."

**Increased Potency/
Decreased Risk of Resistance**

- "It is exciting to increase the antibiotic potency without increasing the antibiotic dose."
- "What is most interesting is that it isn't an antibiotic and could start to impact the more resistant bacteria."

**Development Pipeline
P. aeruginosa In Clinical Trials**

Drug	Company	Stage
Product 1	ABC Biopharma	Phase 3
Product 2	XYZ Therapeutics	Phase 2
Product 3	MNO Biotech	Phase 1
Product 4	PQR Labs	Preclinical

Results from Clinical Trials

Attractive Lead Indication: Commercialization

A small, specialized commercial organization can drive rapid market penetration.

CF Care Centers

- CF represents a concentrated clinician and patient target
- The large majority of CF patients are treated at CF Foundation-Accredited Care Centers
- A specialty sales force of 20 or fewer reps can target clinicians at these centers
- Collaboration with advocacy groups like the CF Foundation can rapidly increase awareness in the small CF community

Source: Primary research with cystic fibrosis KOLs, PharmaPAC.

Valuation and Negotiation Support:

