Out-licensing: Best Practices in Planning, Presentations and Follow Up

EBD ACADEMY

TRAINER
CARLOS VELEZ, FOUNDER & MANAGING PARTNER, LACERTA BIO

Dr. Velez is the Founder and Managing Partner of Lacerta Bio, an international consultancy specializing in both in- and out-licensing of prescription and non-prescription product candidates and commercial products, across multiple therapeutic areas and markets. He also has extensive experience in related business development and licensing activities such as valuation, portfolio analysis and prioritization, and business planning.

Dr. Velez is also the co-founder of Connexin Therapeutics, a company currently raising financing for the discovery and development of retinal neuroprotectants.

Prior to the formation of Lacerta Bio in 2010, he was the Director of Business Development at Penwest Pharmaceuticals, where he was responsible for the outlicensingof internally-developed 505(b)(2) programs, as well as the scouting and analysis of in-licensing opportunities in neurology.

Penwest was acquired by Endo Pharmaceuticals in 2010. He was also the Chief Business Officer of Lantic Therapeutics (UK) until 2012. Other previous employers include Forest Labs, Frankel Group (now Huron Consulting) and Genencor (now Danisco).

Dr. Velez holds a B.S. in Pharmacy from the Albany College of Pharmacy, a Ph.D. in Pharmacy from the University of North Carolina at Chapel Hill, and an MBA in Technology Management from the Rochester Institute of Technology.

AGENDA

MODULE 1: COURSE INTRODUCTION AND ASSET PRESENTATIONS

- What is an asset?
- Define what a successful out-Licensing process looks like
- Plan and implement a successful out-licensing campaign using a simplistic four step model
- Examine the asset presentations - part one
  - How many should you have?
  - What should go in them?

MODULE 2: ASSET PRESENTATIONS (CONTINUED) & OUTREACH COMMUNICATIONS

- Examine the three presentations that will enhance your outreach strategy:
  1. The ‘follow up’ presentation: Examine the information needed for this presentation & Understand why this presentation needs to be constructed first
  2. The ‘meeting’ presentation: Learn what needs to go into this presentation to maximize your time at meetings
  3. The ‘confidential’ presentation: Discover what information and material to put in this comprehensive slide deck

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MODULE 2 CONT'D

- Examine best practice when approaching potential partners at conferences
  - Discuss the meeting text to improve acceptance rates
  - Learn the processes big pharma

MODULE 3: OUTREACH PLANNING AND EXECUTION

- Examine the following key questions when constructing an outreach plan:
  - Why do we think our asset is licensable?
  - Who might be a good partner?
  - How will we contact these individuals?
  - When & Where will we have our initial meeting with them?
- Execution: assess how to put our plans into action
- The "Who?" question
- Examine how to use conferences to your advantage
- Review digital resources such as LinkedIn

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MODULE 4: SPECIAL SITUATIONS, OVERCOMING OBJECTIONS, AND COURSE SUMMARY

- Review special case examples including:
  - Drug delivery companies
  - Service providers
  - Universities & tech transfer
- Examine objections and how to overcome them
- Course summary

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Jessica Purnell
Jessica.Purnell@informa.com
+44 (0)20 7551 9521

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