2023 Business Development Fundamentals
Boston Convention and Exhibition Center, 415 Summer Street, Boston, MA 02210

Three-Day Course Schedule
Friday, June 2, 2023, 8:30 a.m.—5:00 p.m.
Saturday, June 3, 2023, 8:30 a.m.—5:45 p.m.
Sunday, June 4, 2023, 8:30 a.m. – 5:00 p.m.

The Course Registration desk will open each morning at 7:30 a.m.
Complimentary breakfast will be served each morning, 7:30—8:30 a.m.

DAY ONE: FRIDAY, JUNE 2, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST 7:30 a.m. – 8:15 a.m.

INTRODUCTIONS, MODULE OVERVIEW AND CASE STUDY 8:30 a.m. – 9:00 a.m.
– Patricia Sinatra, Licensing and Portfolio Strategy, Atomic Artificial Intelligence (Atomic AI)
– Course Organizer and Faculty

MODULE 1: INTELLECTUAL PROPERTY CONSIDERATIONS IN LICENSING 9:00 a.m. – 12:00 p.m.
Faculty:
– Robert Silverman, CEO Revere Pharmaceuticals
– Christiana Zhang, Partner, Intellectual Property and Information Technology, McCarter & English

- Categories of IP: patents, copyrights, trademarks, trade secrets
- Overview of patenting (i.e., what a patent is and is not; and what is and is not patentable, requirements for patentability, and patent term)
- Patent prosecution process
- Anatomy of a patent
- Overview of claims (i.e., what a claim is, types of claims, infringement, validity/enforceability)
- What are “Opinions of Counsel” and how are they used?
- Differences between U.S. and other countries related to IP (i.e., research exclusion, and first to invent)
- What to look for in “due diligence”
- Landmark Cases in Biotechnology & Pharmaceuticals
- Q&A

NETWORKING LUNCH 12:00 p.m. – 1:00 p.m.

Networking Break: 10:00 a.m. – 10:15 a.m.
MODULE 2: LICENSING TRANSACTIONS: FROM SOURCING TO EXECUTION
Faculty:
- Véronique Riethuisen, Managing Director, VR Strategic Alliances LLC
- Patricia Sinatra, Licensing and Portfolio Strategy, Atomic AI

- The significance of licensing in creating portfolio value
- Process and typical timeframes
- Typical Transactions
- Buy side v sell side considerations.
- Biotech versus pharma needs/considerations
- Buy side versus sell side considerations
- Term sheet structures
- Basics of negotiation: building consensus, typical roadblocks, and mistakes.
- Due Diligence
- Closing the deal and next steps
- Resources for the licensing executive

DAYS: SATURDAY, JUNE 3, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST
7:30 a.m. – 8:30 a.m.

MODULE 3: DEAL VALUATION
Faculty:
- Patrik Frei, Founder and CEO, Venture Valuation
- Wyatt Gotbetter, Senior VP/Worldwide Head, Parexel Access Consulting

- Valuation Methodology - Deal Valuation Fundamentals
  o Introduction to Valuation
  o Company Valuation
  o Product Valuation
  o Licensing Deal / Negotiation Case Study
  o Conclusions & wrap-up
- Details on how to calculate probability-adjusted NPV
  o Estimating inputs
    ▪ Sales forecasting (i.e., incidence/prevalence, penetration/market share, and pricing)
    ▪ Commercialization expenses (i.e., sales force, marketing expenses, and pre-launch ramp-up)
    ▪ Development costs (i.e., pre/clinical development, cost of clinical supplies)
  o Estimating risk

Networking Break: 10:00 a.m. – 10:15 a.m.
• Cost of capital
  ▪ Probability of technical success
    ○ Sensitivity analyses
• Q&A
• Case Study

NETWORKING LUNCH
12:00 p.m. – 1:00 p.m.

MODULE 4: CONTRACTS
1:00 p.m. – 5:00 p.m.

Faculty:
  – Mark Cooper, Principal, Faber Law Group
  – Véronique Riethuisen, Managing Director, VR Strategic Alliances LLC

• Types of Contracts used in pharma deal making
• Getting started: the preliminary Agreements
• Licenses
• Scope of License & Exclusivity
• License Fees & Payment Terms
• Diligence, Termination & Other Key Provisions
• Additional Final Definitive Agreements & Wrap-Up
• Collaborative Research, Co-Development and Co-Promotion Agreements
• Mergers and Acquisitions
• Options and Hybrids
• Q&A

NETWORKING BREAK:
3:00 p.m. – 3:15 p.m.

DAY THREE: SUNDAY, JUNE 4, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST
7:30 a.m. – 8:30 a.m.

MODULE 5: THE ROLE OF THE UNIVERSITY IN IP CREATION
8:30 a.m. – 10:00 a.m.

Faculty:
  – Sadhana Chitale, Senior Director, Research Assistant Professor, NYU Langone Medical Center

• The technology transfer landscape
• Why, what, and how?
  ○ Why would you have a relationship with a university?
  ○ What are the legal requirements that make it different?
  ○ How has the relationship between industry and universities evolved?

Networking Break/Check-out:
10:00 a.m. – 10:30 a.m.
• Goals and needs of the parties
• IP basics
• The players
• Types of Agreements used
• Terms and their negotiation
• Common pitfalls and suggested workarounds
• Striking the balance
• Role of gap funds and incubators at Universities
• The special needs of a university spin-off

MODULE 6: MAKING THE DEAL SUCCEED: THE ROLE OF ALLIANCE MANAGEMENT
Faculty:
– Kate Skrable, Vice President, Strategic Alliances, Seagen

• Role of Alliance Management
• Trends in Strategic Alliances
• Relationship Management
• Governance structures
• How to resolve conflicts?
• Termination considerations
• Q&A

NETWORKING LUNCH

MODULE 7: NEGOTIATION STRATEGIES AND TECHNIQUES
Faculty:
– Anjan Aralihalli, Venture Partner, CTI Life Sciences Fund II

• Negotiation strategies & techniques
• Agreement building, team organization, risk taking
• Differences across countries
• Managing internally (team members, expectations)
• Q&A

MODULE 8: CASE STUDY WORKSHOP (BREAKOUTS AND REVIEW)

BIO PROFESSIONAL DEVELOPMENT NETWORKING RECEPTION

Agenda subject to change.