



2024 Business Development Fundamentals

San Diego Convention Center, 111 Harbor Drive, San Diego, CA 92101

Three-Day Course Schedule

Friday, May 31, 2024, 8:30 a.m.—5:00 p.m.

Saturday, June 1, 2024, 8:30 a.m.—5:00 p.m.

Sunday, June 2, 2024, 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, MAY 31, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST

7:30 a.m. – 8:15 a.m.

INTRODUCTIONS AND COURSE OVERVIEW

8:30 a.m. – 8:45 a.m.

- *Patricia Sinatra, Licensing and Portfolio Strategy, Atomic Artificial Intelligence (Atomic AI) – Course Director*

MODULE 1: INTRODUCTION TO BIOPHARMA LICENSING TRANSACTIONS

8:45 a.m. – 12:00 p.m.

Faculty:

- *Veronique Riethuisen, VR Strategic Alliances*
- *Patricia Sinatra, Licensing and Portfolio Strategy, Atomic AI*
 - What is business development?
 - Your role as a BD professional
 - Licensing as a means of building portfolio value
 - Biotech versus Big pharma needs/considerations
 - Types of licensing transactions
 - Key steps involved in the licensing process
 - Outreach and materials development (communication strategy/technology positioning/slide development)
 - The role of the term sheet and key provisions
 - Managing the due diligence process
 - Resources for the licensing executive/reading materials
 - Q&A

**Networking Break:
10:00 a.m. – 10:15 a.m.**

NETWORKING LUNCH

12:00 p.m. – 1:00 p.m.

MODULE 2: INTELLECTUAL PROPERTY CONSIDERATIONS IN LICENSING

1:00 p.m. – 5:00 p.m.

Faculty:

- *Robert Silverman, CEO Revere Pharmaceuticals*
- *Christiana Zhang, Partner, Intellectual Property and Information Technology, McCarter & English*

**Networking Break:
2:30 p.m. – 2:45 p.m.**

- 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 during “due diligence”
- Landmark Cases in Biotechnology & Pharmaceuticals
- Q&A

DAY TWO: SATURDAY, JUNE 1, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST

7:30 a.m. – 8:30 a.m.

MODULE 3: DEAL VALUATION

8:30 a.m. – 12:00 p.m.

Faculty:

- *Patrik Frei, Founder and CEO, Venture Valuation*
- *Wyatt Gotbetter: SVP/Worldwide Head of Paraxel Access Consulting*

**Networking Break:
10:00 a.m. – 10:15 a.m.**

- Valuation Methodology - Deal Valuation Fundamentals
 - Introduction to Valuation
 - Company Valuation
 - Product Valuation
 - Licensing Deal / Negotiation Case Study
 - Conclusions & wrap-up
- Details on how to calculate probability-adjusted NPV
 - 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)
 - Estimating risk
 - 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 PM – 5:00 PM

Faculty:

- *Mark Cooper, Principal, Faber Law Group*
- *Veronique Riethuisen – VR Strategic Advisors*

- 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 2, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST

7:30 a.m. – 8:30 a.m.

MODULE 5: NEGOTIATION, PART I

8:30 a.m. – 10:00 a.m.

Faculty:

- *Tim Luker, Lilly Ventures, West Coast USA Head, Corporate Development, Eli Lilly & Company*
- *Patricia Sinatra, Atomic AI, Licensing and Portfolio Strategy*

- Key steps involved in the preparation and planning of a negotiation as it applies to the biopharma industry
- How to manage and work with your internal and legal team
- Common sticky points based on deal structure
- Recognizing various negotiation tactics and personalities and how to manage them
- Case study/Q&A

**Networking
Break/Check-out:
10:00 a.m. – 10:30 a.m.**

MODULE 5 (continued): NEGOTIATION, PART II

10:30 a.m. – 12:00 p.m.

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

NETWORKING LUNCH

12:00 p.m. – 1:00 p.m.

MODULE 6: MAKING THE DEAL SUCCEED: THE ROLE OF ALLIANCE MANAGEMENT

1:00 p.m. – 2:30 p.m.

Faculty:

- *Katie Skrable, VP of Strategic Partnerships, Pfizer*
 - Role of Alliance Management
 - Trends in Strategic Alliances
 - Relationship Management
 - Governance structures
 - How to resolve conflicts?
 - Termination considerations
 - Q&A

MODULE 7: CASE STUDY WORKSHOP (BREAKOUTS AND REVIEW)

2:30 p.m. – 5:00 p.m.

BIO PROFESSIONAL DEVELOPMENT NETWORKING RECEPTION

4:45 p.m. – 6:00 p.m.

Agenda subject to change.