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.**  

<table>
<thead>
<tr>
<th>Networking Breakfast</th>
<th>7:30 a.m. – 8:15 a.m.</th>
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<tbody>
<tr>
<td><strong>Introductions and Course Overview</strong></td>
<td>8:30 a.m. – 8:45 a.m.</td>
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<tr>
<td>Patricia Sinatra, Licensing and Portfolio Strategy, Atomic Artificial Intelligence (Atomic AI) – Course Director</td>
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<tr>
<td><strong>Module 1: Introduction to Biopharma Licensing Transactions</strong></td>
<td>8:45 a.m. – 12:00 p.m.</td>
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<tr>
<td>Faculty:</td>
<td>Networking Break:</td>
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<td>Veronique Riethuisen, VR Strategic Alliances</td>
<td>10:00 a.m. – 10:15 a.m.</td>
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<tr>
<td>Patricia Sinatra, Licensing and Portfolio Strategy, Atomic AI</td>
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<tr>
<td>• What is business development?</td>
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<td>• Your role as a BD professional</td>
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<td>• Licensing as a means of building portfolio value</td>
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<td>• Biotech versus Big pharma needs/considerations</td>
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<td>• Types of licensing transactions</td>
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<td>• Key steps involved in the licensing process</td>
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<td>• Outreach and materials development (communication strategy/technology positioning/slide development)</td>
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<td>• The role of the term sheet and key provisions</td>
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<td>• Managing the due diligence process</td>
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<td>• Resources for the licensing executive/reading materials</td>
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<td>• Q&amp;A</td>
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<td><strong>Networking Lunch</strong></td>
<td>12:00 p.m. – 1:00 p.m.</td>
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<td><strong>Module 2: Intellectual Property Considerations in Licensing</strong></td>
<td>1:00 p.m. – 5:00 p.m.</td>
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<td>Faculty:</td>
<td>Networking Break:</td>
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<tr>
<td>Robert Silverman, CEO Revere Pharmaceuticals</td>
<td>2:30 p.m. – 2:45 p.m.</td>
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<tr>
<td>Christiana Zhang, Partner, Intellectual Property and Information Technology, McCarter &amp; English</td>
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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

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 Break:
10:00 a.m. – 10:15 a.m.
NETWORKING LUNCH

12:00 p.m. – 1:00 p.m.

MODULE 4: CONTRACTS

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

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

Faculty:
• Anjan Aralihalli, Venture Partner, CTI Life Sciences Fund II

• Negotiation strategies & techniques
• Agreement building, team organization, risk-taking

8:30 a.m. – 10:00 a.m.
• 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.*