**Commercialization Readiness from Preclinical to First Launch: The First Time Biotech CEOs Playbook**

**OVERVIEW**

*Commercialization Readiness from Preclinical to First Launch* will equip early-stage biotechnology leaders with the commercialization knowledge they need to strategically position their organizations for financing success and meeting critical Commercial and Medical Affairs milestones.

The drug development process is complex and multifaceted, and understanding the commercialization considerations at each phase is vital. From preclinical to first product launch, this one-day course will help biotech executives make informed strategic choices for long-term success.

Beginning with Phase I, this interactive course will cover the phase-specific commercialization activities and preparation emerging companies need to make for a successful first launch, including Market analysis with competitive landscape assessment, the Commercialization Roadmap development including launch critical success factors, FTEs and dollar spend required for launch, market access pricing and reimbursement, value proposition development, and go-to-market preparation and regulatory considerations. *Note these early commercial flows inform the corporate and partnering strategy at emerging biotech companies.*

Russ Belden, founder and CEO of Bridge, will guide you through this course by sharing real-world examples and valuable insights. Russ is a biotech commercialization leader with over 36 years of senior operational experience in the preclinical to 1st launch space.
Five Takeaways:
1. Discover how defensible revenue forecasts and meaningful clinical differentiation are the underpinnings of value creation at Preclinical to Phase 1 companies.
3. Recognize the value of the Commercialization Roadmap and how it impacts both commercial and corporate strategy.
4. Identify key commercialization success factors and their value as a core, differentiating competency that impacts strategy and spending.
5. Gain a comprehensive understanding of the product launch process and understand the scope of work your CCO is responsible for heading to a successful launch.

**AGENDA**

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<th>Why Most Commercial Launches Fail</th>
<th>Commercial and Medical Affairs Imperatives: Phase II–Phase III (pre-data)</th>
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<td>30 minutes</td>
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**Commercial Imperatives That Impact Value: Preclinical – Phase I** 60 minutes
- Target product profiles and differentiation
- “Defensible” revenue forecasting
- Impacts of the IRA on development portfolios
- Portfolio prioritization
- ISAN naming
- Early commercialization visioning

**Break** 15 minutes

**Commercialization alternatives**
- Commercialization roadmap: the commercial vision and costs (to inform corporate strategy)
- MD, payer, and HEOR market research: key inputs for pivotal trial design
- KOL development
- Scientific narrative
- MSL
- Key hires

**Lunch** 60 minutes
Commercial and Medical Affairs Imperatives: Positive Data Readout to Launch 50 minutes
Updated commercial assessment (revenue forecast)
Product strategy and marketing
Market access, pricing, and reimbursement (MAPR)
Health economics and outcomes research (HEOR)
Sales force
Distribution
Commercial ops and analytics
Training

Medical Affairs Imperatives 55 minutes
Scientific narrative, KOLs, and publication planning
Medical education
Medical affairs (Phase IV’s & ISTs, pharmacovigilance)
• Launch critical success factors
• Brand name
• Branding
• Value proposition
• Information technology
• Hiring plan

Life Cycle Management 30 minutes

Course Wrap-Up and Evaluation 15 minutes