



2026 Business Development Fundamentals

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

Three-Day Course Schedule

Friday, June 19, 2026, 8:30 a.m. – 5:00 p.m.

Saturday, June 20, 2026, 8:30 a.m.–5:00 p.m.

Sunday, June 21, 2026, 8:30 a.m.–5:00 p.m.

***Complimentary breakfast will be served each morning, 7:30–8:30 a.m.
Complimentary lunch as well as mid-morning and midday snacks will be provided daily.
The Course Registration desk will open each morning at 7:30 a.m.***

DAY ONE: FRIDAY, JUNE 19, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST

INTRODUCTIONS AND COURSE OVERVIEW

Course Director and Faculty

- *Patricia Sinatra, Managing Director, Vector Strategic Advisors*

MODULE 1: INTRODUCTION TO BIOPHARMA LICENSING

Faculty:

- *Patricia Sinatra, Managing Director, Vector Strategic Advisors*
- *Elizabeth Wu, Director Early Innovation Partnering, Johnson & Johnson*
 - 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
 - Q&A

MODULE 2: INTELLECTUAL PROPERTY CONSIDERATIONS IN LICENSING

Faculty:

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

Part A – Patent Basics

- The Nature and History of Patents
- Types of Intellectual Property



- Anatomy of a Patent Application
- The Patenting Process: Provisional Patent Application and PCT Application
- Patent Prosecution
- Patent Protection Outside the U.S.

Part B – General IP Considerations for Business Development

- Patentability versus Freedom to Operate (FTO)
- Dealing with FTO Issues
- Hatch Waxman Safe Harbor / Regulatory vs Patent Exclusivity
- Composition of Matter versus Other Types of Claims
- Select Provisions in the IP License
- Strength, Scope of Claims, and IP Due Diligence
- In the News

**** Dinner on your own ****

DAY TWO: SATURDAY, JUNE 20, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST

MODULE 3: DEAL VALUATION

Faculty:

- *Patrik Frei, CEO and Founder, Venture Valuation Inc.*
- *Wyatt Gotbetter, Senior Vice President, Global Head Evidence, Value and Access, Cytel Inc.*
 - 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



MODULE 4: CONTRACTS

Faculty:

- *Mark Cooper, Partner, Crowell & Moring LLP*
- *Thaminda Ramanayake, CEO, Anaveon AG*
 - 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

**** Dinner on your own ****

DAY THREE: SUNDAY, JUNE 21, 8:30 a.m. — 5:00 p.m.

MODULE 5: NEGOTIATION

PART I:

Faculty:

- *Thaminda Ramanayake, CEO, Anaveon AG*
- *Patricia Sinatra, Managing Director, Vector Strategic Advisors*
 - Key steps involved in the preparation, process 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 personality styles and tactics

PART II:

Faculty:

- *Anjan Aralihalli, CEO and Founder, Raya Therapeutic, Inc.; and Venture Partner, CTI Life Sciences Fund II*
 - Negotiation strategies & techniques
 - Agreement building, team organization, risk-taking
 - Differences across countries
 - Decision making biases
 - Managing internally (team members, expectations)
 - Q&A



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

Faculty:

- *Michelle Pesce-Dupic, Director of Alliance Management, 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

Faculty:

- *Mark Cooper, Partner, Crowell & Moring LLP*
- *Thaminda Ramanayake, CEO, Anaveon AG*
- *Robert Silverman, CEO, Revere Pharmaceuticals*
- *Patricia Sinatra, Managing Director, Vector Strategic Advisors*

BIO PROFESSIONAL DEVELOPMENT NETWORKING RECEPTION

4:45 p.m. – 6:00 p.m.

Agenda subject to change.