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| Saturday, June 13th  **2015 BIO BUSINESS DEVELOPMENT FUNDAMENTALS COURSE**  **CURRICULUM OUTLINE**  Hilton Hotel  Chicago, IL. | | |
| WELCOME AND INTRODUCTION  *Patricia Sinatra, SVP Business Development, Serina Therapeutics*  *Faculty Chair and Instructor* | | **8:15 AM – 8:30 AM** |
| MODULE 1: INTELLECTUAL PROPERTY  *Faculty:*  *A. Ken Weber, Partner, Kirkpatrick Townsend Robert Silverman, SVP Business Development, Concert Pharmaceuticals*   * Categories of IP: patents, copyrights, trademarks, trade secrets * Overview of patenting (i.e., what a patent is/isn’t, what is/isn’t patentable, requirements for patentability, patent term) * 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 the used? * Differences between US and other countries (i.e., research exclusion, first to invent) * What to look for in due diligence * Landmark Cases in Biotechnology & Pharmaceuticals | | **8:30 AM – 12:00 PM**    *Break 10:00 – 10:30 AM* |
| NETWORKING LUNCH | | **12:00 PM – 1:00 PM** |
| MODULE 2: FINANCE CONCEPTS IN LICENSING  *Faculty:*  *Philippe Nore, CEO and C0-Founder, MiNDERA Corp.*  *Jeff Karan, Managing Director, Mavericks Capital*   * What is the role of Financial Modeling in Deal Valuation? * Financial statement basics   + Content & purpose of balance sheet, income statement, cash flow statement   + Focus on issues common for biotech companies (e.g., R&D reimbursement, clinical batches, patents, goodwill)   + Interpretation – important metrics and ratios * Types of Valuation Methodologies   + Cost-based   + Comparables   + NPV based   + Advanced methodologies (e.g., Monte Carlo analysis, real options)   + Limitations of modeling * Details on how to calculate probability-adjusted NPV   *FINANCE CONCEPTS, CONTINUED*   * + Estimating inputs     - Sales forecasting (i.e., incidence/prevalence, penetration/market share, pricing)     - Commercialization expenses (i.e., sales force, marketing expenses, 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 * Case study | | **1:00 PM – 5:00 PM**  *Break 3:00 -3:30 PM* |
| NETWORKING RECEPTION | | **5:30 PM** |
| Sunday, June 14th | | |
| MODULE 3: PROCESS AND MANAGEMENT OF STRATEGIC  ALLIANCES  *Faculty:*  *Shruti Abbato, Principal, PERSPICERE*  *Michael Young, Vice President, PAREXEL International*   * The role of business development in strategic alliance * Process * Representative deal approaches * Why partner? When to partner? The build, buy, or ally hierarchy * Pharma, biotech, and CRO trends in strategic alliances * The functional need for Alliance Management * Transaction requirements and alliance mgmt. * Expectations of Alliance Management * Governance structures * Escalation pathways * Key metrics used (KPIs, spider charts, etc.) | | **8:30 AM – 12:00 PM**  *Break 10:00 – 10:30 AM* |
| NETWORKING LUNCH | | **12:00 PM – 1:00 PM** |
| MODULE 4: CONTRACT BASICS  *Faculty:*  *Richard Hoffman, Partner, WilmerHale*   * What is a contract? * Licensing structures   + Technology licensing deals   + Out and In-Licensing   + Collaborative (co-dev/co-promotion)   + Joint Ventures   + Manufacturing and Supply * Typical contracts   + Confidentiality Agreements   + MTAs   + Definitive Agreement * Contract Anatomy   + Common contract definitions     - License Grants     - Non-Compete/Exclusivity concepts     - Financials     - IP Issues (e.g., prosecution/maintenance, infringement, improvement grant backs)     - Governance     - Dispute Resolution     - Insurance and Indemnification     - Reps and Warranties     - Term and Termination    MODULE 5: SOURCING AND MARKETING TECHNOLOGY  *Faculty:*  *Patricia Sinatra, SVP Business Development, Serina Therapeutics*   * The Perpetual Licensing Student   + Secondary and database resources for the industry professional * Sourcing or “Buy-Side” Licensing   + What Buyers seek   + Sourcing technology and due diligence * Marketing or “Sell-Side” Licensing   + Strategic considerations   + Sourcing contacts, presentation strategies, use of non-confidential and confidential presentations * The Value of Market Research   + Rationale, methods, timing and cost * Handling Returned Technology | | **1:00 PM – 4:00 PM**  *Break 3:00 – 3:30 PM*  **4:00 PM – 5:00 PM** |
| Monday, June 15th | | |
| MODULE 6: NEGOTIATION STRATEGY  *Faculty:*  *Anjan Aralihalli, CBO ActoGenix, an Intrexon Company*  *Christine Fischette Ph.D., CEO, BioLinkUp, LLC*   * BDF Negotiation * The Science and the Art of Negotiation * Searching Your Soul * Getting Out of Yourself * How to Approach Big Biopharma * Big BioPharma vs. Investor Priorities * The Negotiation Process * Building Relationships * Building Consensus * Troublesome Behaviors * The Happy Ending … or Not * The Psychology of Negotiation * Cultural Highlights | **8:30 AM – 12:00 PM** | |
| BREAK | **10:00 AM – 10:30 AM** | |
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| NETWORKING LUNCH | **12:00 PM – 1:00 PM** | |
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| MODULE 7: THE ROLE OF THE UNIVERSITY IN CREATING  PORTFOLIO VALUE  *Faculty:*  *Mark Cochran, Managing Director, Johns Hopkins Healthcare*  The Technology Transfer Landscape   * Why, What, How   + JHU Example   + How tech transfer has evolved over the years   + How has the relationship between industry and universities evolved?     - The Innovation Ecosystem * The new deal * Intellectual Property Basics * The Players * Options to Product Development * Deal examples * Terms and their negotiation * Common pitfalls to commercialization * Striking the balance * Role of incubators at Universities * BD experience and career options   Break  MODULE 8: COMMUNICATION SKILLS FOR THE LICENSING  PROFESSIONAL  *Faculty:*  *Frank Carillo, Founder and Chairman. ECG, Inc.*   * Effective presentations   + Managing content (e.g., what goes in a presentation,   + make sure it tells a story)   + Managing format and style (e.g., consistency across multiple presenters)   + Basics of delivering a presentation   + Other practical tips (e.g., clear your desktop, bring presentation in at least two formats) * Meeting planning & preparation * Cross-cultural negotiation   + Differences across companies (e.g., goals, attitudes, personal styles, communication styles, time sensitivity, emotionalism, agreement form,   agreement building, team organization, risk taking)   * + Differences across countries   + Managing internally (team members, expectations)   WRAP-UP | **1:00 PM – 3:00 PM**  **3:00 – 3:30 PM**  **3:00 – 5:00 PM** | |