



Current Partnering



# BROCHURE: Practical Guide to Finding Partners in Pharma & Biotech

Overview of the partnering process  
Identifying in-licensing opportunities  
Identifying partners  
Packaging the partnering opportunity  
Building and maintaining a contact network  
Making contact  
Becoming partner of choice

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## Report description

CurrentPartnering's **Practical Guide to Finding Partners in Pharma & Biotech** provides a comprehensive overview of all the steps required to identify and secure partnering either for an in-licensing or out-licensing activity. The report takes the reader through the practical steps required to prepare for partnering, prepare supporting materials, identify and shortlist potential partners and opportunities, identifying and contacting the right person in the partner company, and managing of discussions through to deal negotiation.

In addition, the report provides a detailed overview of the activities a business development executive and a company should be undertaking to build and maintain an extensive contact network, and to become partner of choice, respectively.

The report is structured to take the reader step by step through the process of finding and securing partners. However, each chapter is also acts an easy access reference to the particular activity. The report contains numerous checklists and summaries of the contents of key documents required during the partnering process. The report is also provides numerous insights drawn from extensive direct industry experience and knowledge of the author and others.

The report provides numerous examples of actual information sources and actual materials utilized by biopharma companies during their partnering efforts, allowing the reader to act on the contents of the report in order to improve their own partnering processes and activities.

Chapter 2 provides an overview of the partnering process and highlights the differences between an in-licensing and out-licensing activity.

Chapter 3 provides a detailed review of the processes required for the successful identification of in-licensing opportunities. From defining the ideal opportunity and marketing partnering needs, through to desk research and short listing opportunities, the chapter takes the reader through the steps in detail and provides tips on how to overcome the most common issues.

Chapter 4 looks at the same issue from the perspective of a company seeking out-licensing partners for its product or technology. The chapter covers the same issues of ideal partner and marketing partnering opportunities, through to desk research and short listing partners. The chapter takes the reader through each step in detail and provides tips on how to overcome the most common problems confronted by those seeking to out-license. The chapter finishes by providing an overview of how to manage multiple parallel discussions with partner companies and the possibility of the partner being an alternative to venture capital funding.

Chapter 5 then looks in detail at the importance of building and maintaining a network of contacts. From discussing how to build and network through to tips on how to network successfully, the chapter provides a comprehensive 'how to' guide to networking.

The report then progresses in chapter 6 to the packaging of your offering for consideration by prospective partners. From marketing your company and partnering interests through to the preparation of marketing materials, non confidential and confidential dossier and supporting materials, the chapter provides detailed and practical advice on what and how to prepare print and electronic materials in preparation for making contact.

Chapter 7 then goes onto the discuss how to make contact with potential partners in a professional and effective way. The chapter provides an overview of the contact process, guidelines on how to make contact with bigpharma and smaller companies, tips on how to make success contact, managing contacts and then

finishes with a detailed overview of the sources of contact information available to the business developer. The chapter also discusses the important role of partnering meetings in providing an effective and efficient means of initiating multiple discussions with potential partners.

Becoming 'partner of choice' is discussed in detail in chapter 8. The chapter discusses why being partner of choice is important and provides details on the characteristics of companies regarded as partner of choice, and practical advice on how to become partner of choice in your company's chosen areas of interest.

Finally, chapter 9 provides easy to use checklists for a number of the processes discussed in the report, allowing the reader to implement best practice into their business development activities straight away.

In summary, this report seeks to provide the business developer with the knowledge and tools to become more effective in finding and securing partners and opportunities. The report will provide an excellent learning tool for those new to business development and allow more experienced practitioners the opportunity to learn, improve and implement best practice into their business development roles.

## Key benefits

**Practical Guide to Finding Partners in Pharma & Biotech** provides the reader with the following key benefits:

- Comprehensive overview of all the steps required to identify and secure partnering either for an in-licensing or out-licensing activity
- Takes reader through the practical steps required to prepare:
  - For partnering
  - Prepare supporting materials
  - Identify and shortlist potential partners and opportunities
  - Identify and contact the right person in the partner company
- Provides detailed overview of activities a business development executive and a company should be undertaking to:
  - Build and maintain an extensive contact network
  - Become partner of choice, respectively

## Report scope

**Practical Guide to Finding Partners in Pharma & Biotech** provides a comprehensive overview of all the steps required to identify and secure partnering either for an in-licensing or out-licensing activity. The report takes the reader through the practical steps required to prepare for partnering, prepare supporting materials, identify and shortlist potential partners and opportunities, identifying and contacting the right person in the partner company, and managing of discussions through to deal negotiation.

**Practical Guide to Finding Partners in Pharma & Biotech** includes:

- Overview of the partnering process and highlights the differences between an in-licensing and out-licensing activity
- Detailed review of the processes required for the successful identification of in-licensing opportunities and out-licensing partners
- Importance of building and maintaining a network of contacts
- Packaging of your offering for consideration by prospective partners
- How to make contact with potential partners in a professional and effective way
- Characteristics of companies regarded as partner of choice, and practical advice on how to become partner of choice in your company's chosen areas of interest
- Easy to use checklists for a number of the processes discussed in the report

### Number of pages:

The report is comprised of 164 pages.

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## Executive Summary

Competition for the best technologies and products is higher now than it has ever been. Bigpharma realizes that in order to prosper, securing the best partnering opportunities is of great importance to the overall future prospects of the company. Partnering has also become increasingly important for smaller biopharma companies as they seek to grow development and product portfolios. Indeed many smaller biopharma companies have been built almost exclusively on successfully partnering opportunities not considered 'blockbuster' by the bigpharma companies.

Partnering is also the lifeblood of technology based entities such as start-up, biotech, drug delivery companies and university based research organizations. It is through partnering that such companies and their investors realize the value of their research and development efforts and associated intellectual property.

In order to maximize a company's chances of achieving successful partnerships it needs a bit of luck and a lot of expertise. In particular, partnering requires strategic planning, identification and short listing of potential partners, preparation of partnering materials, making contact, managing of multiple discussions, followed by negotiation, agreement signature and alliance management.

In addition, in a highly competitive market for the best partnering opportunities, a company needs to be established as partner of choice in its chosen areas of interest and have well trained and effectively networked business development team.

CurrentPartnering's **Practical Guide to Finding Partners in Pharma & Biotech** provides comprehensive overview of all the steps required to identify and secure partnering either for an in-licensing or out-licensing activity. The report takes the reader through the practical steps required to prepare for partnering, prepare supporting materials, identify and shortlist potential partners and opportunities, identifying and contacting the right person in the partner company, and managing of discussions through to deal negotiation.

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The report provides numerous examples of actual information sources and actual materials utilized by biopharma companies during their partnering efforts, allowing the reader to act on the contents of the report in order to improve their own partnering processes and activities.

Chapter 2 provides an overview of the partnering process and highlights the differences between an in-licensing and out-licensing activity.

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Chapter 4 looks at the same issue from the perspective of a company seeking out-licensing partners for its product or technology. The chapter covers the same issues of ideal partner and marketing partnering opportunities, through to desk research and short listing partners. The chapter takes the reader through each step in detail and provides tips on how to overcome the most common problems confronted by those seeking to out-license. The chapter finishes by providing an overview of how to manage multiple parallel discussions with partner companies and the possibility of the partner being an alternative to venture capital funding.

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In summary, this report seeks to provide the business developer with the knowledge and tools to become more effective in finding and securing partners and opportunities. The report will provide an excellent learning tool for those new to business development and allow more experienced practitioners the opportunity to learn, improve and implement best practice into their business development roles.

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