



2023 Business Development Fundamentals

Boston Convention and Exhibition Center, 415 Summer Street, Boston, MA 02210

Three-Day Course Schedule

Friday, June 2, 2023, 8:30 a.m.—5:00 p.m.

Saturday, June 3, 2023, 8:30 a.m.—5:45 p.m.

Sunday, June 4, 2023, 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, JUNE 2, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST

7:30 a.m. – 8:15 a.m.

INTRODUCTIONS, MODULE OVERVIEW AND CASE STUDY

8:30 a.m. – 9:00 a.m.

- *Patricia Sinatra, Licensing and Portfolio Strategy, Atomic Artificial Intelligence (Atomic AI)*
- *Course Organizer and Faculty*

MODULE 1: INTELLECTUAL PROPERTY CONSIDERATIONS IN LICENSING

9:00 a.m. – 12:00 p.m.

Faculty:

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

**Networking Break:
10:00 a.m. – 10:15 a.m.**

- 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 in “due diligence”
- Landmark Cases in Biotechnology & Pharmaceuticals
- Q&A

NETWORKING LUNCH

12:00 p.m. – 1:00 p.m.

MODULE 2: LICENSING TRANSACTIONS: FROM SOURCING TO EXECUTION

1:00 p.m. – 5:00 p.m.

Faculty:

- *Véronique Riethuisen, Managing Director, VR Strategic Alliances LLC*
- *Patricia Sinatra, Licensing and Portfolio Strategy, Atomic AI*

Networking Break:
2:30 p.m. – 2:45 p.m.

- The significance of licensing in creating portfolio value
- Process and typical timeframes
- Typical Transactions
- Buy side v sell side considerations.
- Biotech versus pharma needs/considerations
- Buy side versus sell side considerations
- Term sheet structures
- Basics of negotiation: building consensus, typical roadblocks, and mistakes.
- Due Diligence
- Closing the deal and next steps
- Resources for the licensing executive

DAY TWO: SATURDAY, JUNE 3, 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 Frej, Founder and CEO, Venture Valuation*
- *Wyatt Gotbetter, Senior VP/ Worldwide Head, Parexel Access Consulting*

Networking Break:
10:00 a.m. – 10:15 a.m.

- 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 LUNCH

12:00 p.m. – 1:00 p.m.

MODULE 4: CONTRACTS

1:00 p.m. – 5:00 p.m.

Faculty:

- *Mark Cooper, Principal, Faber Law Group*
- *Véronique Riethuisen, Managing Director, VR Strategic Alliances LLC*

Networking Break:
3:00 p.m. – 3:15 p.m.

- 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

DAY THREE: SUNDAY, JUNE 4, 8:30 a.m. — 5:00 p.m.

NETWORKING BREAKFAST

7:30 a.m. – 8:30 a.m.

MODULE 5: THE ROLE OF THE UNIVERSITY IN IP CREATION

8:30 a.m. – 10:00 a.m.

Faculty:

- *Sadhana Chitale, Senior Director, Research Assistant Professor, NYU Langone Medical Center*

Networking Break/Check-out:
10:00 a.m. – 10:30 a.m.

- The technology transfer landscape
- Why, what, and how?
 - Why would you have a relationship with a university?
 - What are the legal requirements that make it different?
 - How has the relationship between industry and universities evolved?

- Goals and needs of the parties
- IP basics
- The players
- Types of Agreements used
- Terms and their negotiation
- Common pitfalls and suggested workarounds
- Striking the balance
- Role of gap funds and incubators at Universities
- The special needs of a university spin-off

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

10:30 a.m. – 12:00 p.m.

Faculty:

- *Kate Skrable, Vice President, Strategic Alliances, Seagen*

- Role of Alliance Management
- Trends in Strategic Alliances
- Relationship Management
- Governance structures
- How to resolve conflicts?
- Termination considerations
- Q&A

NETWORKING LUNCH

12:00 p.m. – 1:00 p.m.

MODULE 7: NEGOTIATION STRATEGIES AND TECHNIQUES

1:00 p.m. – 2:30 p.m.

Faculty:

- *Anjan Aralihalli, Venture Partner, CTI Life Sciences Fund II*

- Negotiation strategies & techniques
- Agreement building, team organization, risk taking
- Differences across countries
- Managing internally (team members, expectations)
- Q&A

MODULE 8: 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.