



medius  
associates

# Medius Associates



- Healthcare Business Development consultancy founded in 1994
  - extensive experience in pharmaceuticals, diagnostics and devices
  - successful track record in licensing and business development
  - multi client base from industry to academia
- Global network of contacts and opportunities
  - unparalleled team outreach
  - Pharma Licensing Groups and LES

# Principals



John Ansell

Roger Davies

Neil Rogers

Alan Warrander

Stuart Wren

Sharon Finch

Christi Mitchell

Jill Ogden

Bridget Lacey

Andrea Tobias

# Pharma Partnering Process





## Medius provides services at every point in the partnering process:

Strategy

- Business development strategy & pre partnering audits

Search

- Partnering services
  - product placement and partner searches

Due Diligence

- Due diligence and commercial intelligence

Valuation & Deal Analysis

- Valuations and benchmarking of deals

Negotiations

- Negotiation management

# Business Development Strategy



- Pre Partnering Audit :
  - IP audit
  - evaluation to identify technology / product USPs
  - competitor analysis
  - market forecasts and project valuation
  - partnering strategy : partner selection, deal type, timing, value and probability
- Research and preparation of business plans



# Commercialisation Options

## Research co-operations

- Research alliance
- Contract or co-development
- Option agreements

## Commercialisation strategies

- Licensing
- Co-marketing
- Contract or co-promotion
- Product fostering

## Corporate deals

- Joint ventures
- Divestments, mergers / acquisitions



# Divestment / Acquisition

- Development of divestment contact strategy
  - use of database for selective mailing to specific candidates
- Setting up data room
- Undertaking product valuation
- Management of proposals
  - standard CDA and documentation package
  - set clear deal parameters
  - additional resource for negotiation

# Partnering Searches

- Identification of opportunities using networks & databases
  - searches for products, partners, M&A candidates
- Implementation of partnering programme
  - contact strategy
  - presentation and follow up
  - deal structure analysis
  - negotiation
- Introduction of companies into Japan or other regions



# Due Diligence



- Self assurance process to check if hypothesis is appropriate
- Establish that IPR is fully protected
- Ascertain the validity of the data i.e. properly generated and accurately reported
- Determine if the financials are appropriate
- Establish the basis for negotiation

# Commercial Intelligence

- IP searches
- Product evaluation
  - in support of due diligence
  - for business plans
- Therapeutic sector reviews
  - competitor analysis
  - primary and secondary research
- Market and sales analyses
  - audits and strategies



# Valuation

- Developing sales forecasts
- Technology valuation
  - balancing of deal elements
  - for divestment of non core technologies
- Deal structure proposal and analysis
- Benchmarking against industry parameters



# Negotiation

- Negotiation strategy and planning
  - identifying key drivers
- Renegotiation of sour deals
  - resetting the agenda
- Hands on guidance and involvement





# Clients

Acura, Adcock Ingram, Amgen, Apitope, Astellas, AstraZeneca, Bain & Co, Bayer, Biogen, Biosyn, Boehringer Ingelheim, The Boston Consulting Group, Bristol-Myers Squibb, BTG, Cambridge Healthtech Institute, Centaurus, Chiesi, Colorcon, Croda, Daiichi-Sankyo, Decision Resources, D-Pharm, Eisai, Eli Lilly, E-Therapeutics, EuropaBio, Falconbury, Ferring, Fertin, Forest, GE Healthcare, Genus, Genzyme, Glenmark, Goldshield, GSK, Haemostatics, Hunter Fleming, ICON, IIR, IMS International, Incyte, Informa, Innovex, Janssen, Kenta Biotech, Kissei, Kowa, Kyowa Hakko, Lundbeck, Management Centre Europe, Management Forum, MedSci, Merial, Merck Serono, Metabometrix, Middlebrook, Mundipharma, Natural Medicines Company, Neuropharm, Nordbiochem, Novartis, Novo Nordisk, Nycomed, Ono Pharmaceutical, Orion, Pfizer, Pharmexa, Physica, PLG, Pola, Procter & Gamble, PWC, Pronova, Ranbaxy, Laboratorios Salvat, Sanofi-Aventis, Servier, Shire, Solvay, Stiefel, Takeda, Taylor Wessing, Thornton & Ross, Tripos, UCB, Vernalis, Vivoxid, Wyeth



# Contact



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