



PRE PARTNERING AUDIT

In response to client demand, Medius is pleased to announce a new service, the Pre Partnering Audit which uniquely combines the essential elements required for a successful launch of your partnering strategy.

It is vital that companies undertake a basic reality check ahead of initiating dialogue with potential partners to be able to deliver the optimal value and return on the asset through the partnering deal. Significant investment in terms of time and resource is required for a successful partnering campaign, so careful planning and preparation are indispensable.

With a decreasing number of major partners owing to the continuing trend of mergers and acquisitions, each

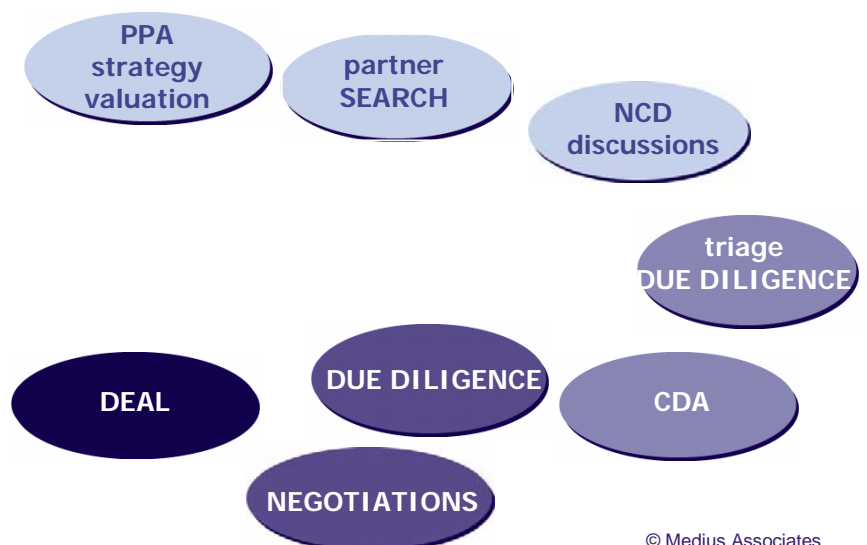
and every partnering opportunity has to be managed with great care. If a potential partner company turns down a product or technology, it is extremely difficult to overturn such a decision at a later date so it is imperative that every possible action has been undertaken to maximise the early chances of success.

The Medius internal audit process follows a step by step preparation which will maximise the chances of your technology passing through the initial assessment hurdles when partnering into major companies. As part of the service we provide a non confidential summary, profile specifically designed for use in partnering, as an integral part of the full report.

PRE-PARTNERING AUDIT

The Audit consists of four key elements :

- Scientific Review
- IP Assessment
- Market Assessment and Valuation
- Partnering Strategy



© Medius Associates

Scientific Review

The chances of success are greatly enhanced if the technology is sold into the potential partner company via the right portal. In this context, our industry experts will review and assess your product and/or technology to determine its Unique Selling Points and the level of attractiveness of your product. We will also determine the scientific credentials and identify any additional areas that require consideration ahead of partnering. The report will also include an assessment of the degree of competitiveness of the technology.

IP Assessment

Having established the scope of the technology asset, the IP audit then considers the robustness of the IPR protection currently in place. Key issues that are addressed include the ownership, the scope of the claims, and the likely degree of protection that may be afforded by the IP cover. A prior art competitive and market review will lead to recommendations concerning any areas of weakness or deficiency and may indicate IPR enhancement via the identification of a defensive IP strategy. This will provide a strong platform on which your company can build and exploit the value from the IP that you own, wish to acquire, use or have developed.

Market assessment and valuation

Having excellent science and a strong IP position alone will rarely guarantee partnering success. A competitive advantage and a good return on investment have to be clearly evident to deliver a partnering deal. A key component of the **Pre Partnering Audit** is the review of the market prospects for the technology which is then developed to provide a valuation as the basis for the potential partnering deal. As part of this market assessment a competitor review is undertaken which supports the market estimates. The market estimates, in conjunction with anticipated development costs, are used to develop a deal model which can form the basis for future negotiations.

Partnering strategy

Having established the scientific credentials of the product or technology, the strength of its IP protection and its potential value, these elements all come together in the partnering strategy. Having selected the right strategy, we would then consider the strategic fit of the opportunity and provide a list of recommended potential partners. The partnering campaign plan will indicate timings for anticipated follow ups and key review points to ensure that the strategy is on course.

If so required, Medius can also assist with introducing the technology into key companies using its extensive network of contacts.

For further details please contact Sharon Finch at :

info@medius-associates.com

tel no : +44 (0) 20 8654 6040



Medius Associates Limited is an independent business development consultancy company serving the pharmaceutical, biotech and healthcare sectors. The Company provides a full range of business development services on a personalised, client specific basis covering all aspects of business development.

Medius employs a core team of business development experts plus a wide range of highly experienced associates to ensure that the best skills are deployed to each project.

Medius activities extend to publishing a range of reports on business development issues and running training programmes both on an in house and external basis. Further information can be found on our website.

Activities

- business development strategy
- partnering & licensing
- valuation
- financial modelling
- benchmarking
- negotiation
- IP audits
- due diligence
- training
- publications

Medius Associates

47 Upfield
Croydon
CR0 5DR
U.K.

Phone: +44 (0) 20 8654 6040

Fax: +44 (0) 20 8654 6046

Email: info@medius-associates.com