



# MEDIUS PARTNERING

July 2017

**medius**  
associates

Global specialist provider of Business Development services  
to the Pharmaceutical and Healthcare Sectors

# Medius Associates



- Healthcare Business Development consultancy founded in 1994
  - extensive experience in pharmaceuticals, biopharmaceuticals, diagnostics and devices
  - successful track record in licensing and business development
  - multi client base from industry to academia, NGOs, VCs, investment banks
- Global network of contacts
  - unparalleled team outreach
  - Pharma Licensing Groups
- Monthly publication of Deal Watch

# Principals



Sharon Finch



Christi Mitchell



Roger Davies



Jill Ogden



Catharine Staughton

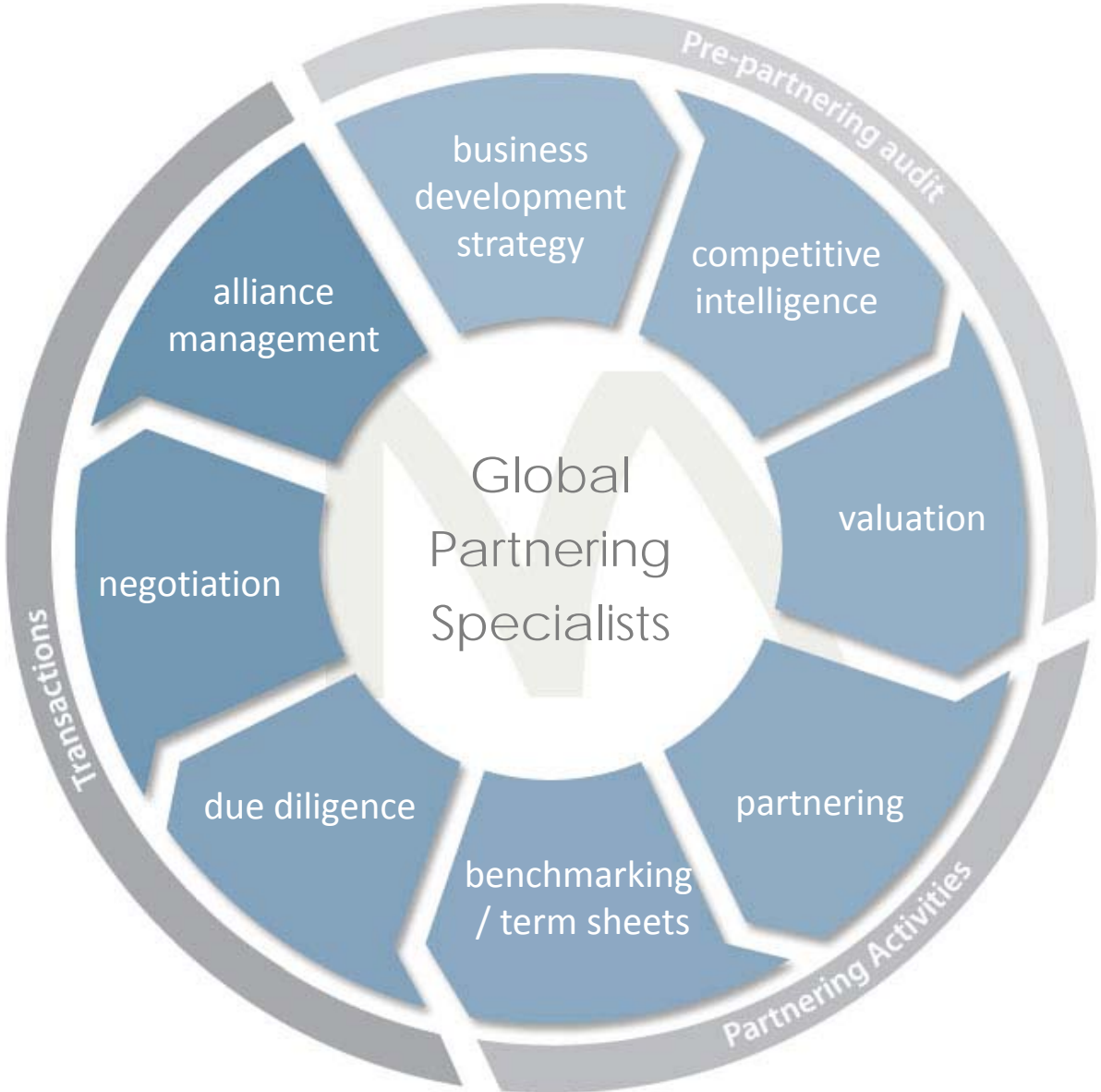


Campbell Wilson



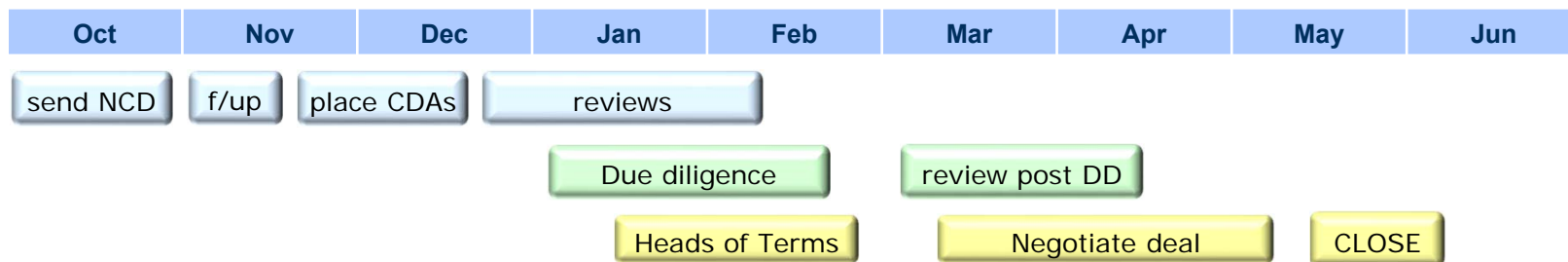
Alan Warrander

# PARTNERING TOOLBOX



# BD 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



Typical deal timeframe

# Partnering



- Identification of opportunities using networks and databases
  - searches for products, partners, M&A candidates
- Implementation of partnering programme
  - contact strategy
  - presentation and follow up
- Introduction to new potential partners
- Conference representation

# Due Diligence



- Self assurance process to identify the risks in the opportunity
  - IPR is it fully protected ?
  - scientific assessment / validity of the data i.e. properly generated and accurately reported
  - commercials : sales forecasts and deals terms
  - to determine if the financials are appropriate and providing the basis for negotiation
- Triage or full due diligence

# 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



- Portfolio assessments/developing sales forecasts
- Technology valuation
  - balancing of deal elements
  - for divestment of non core technologies
- Company valuations
  - existing business portfolios
  - biotech companies
- Deal structure proposal and analysis
- Term sheets
- Benchmarking against industry parameters

# Negotiation



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

# BD Training



- In house courses
  - design and delivery of training programmes specific to Company needs
- Open enrolment courses in:-
  - early / late stage deals
  - due diligence
  - valuation
  - negotiation
  - legal issues in agreements
- PLG Training courses
  - Introductory, Masterclass, MSc



## Deal Watch: Current Trends in Deals

Medius monthly review of pharma deals which captures the top 20 deals by value plus other deals of note.

Our highly experienced authors provide insight, analysis and commentary on deal trends and values.

Platform for in house training/presentations and specific benchmarking projects



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# Modus Operandi



- Embedded BD assistance
  - working *in situ* as the client's BD director
- Project based BD support
  - clearly defined project brief with timelines and deliverables
  - project fees determined in line with staff requirements
- Ad hoc BD support
  - under cover of a Master Services Agreement
  - based on a per diem rate

# Clients

3M, Abbott, ABPI, Acura, Adcock Ingram, Alliance, Altea, AmdiCo, Amgen, Apitope, Arecor, Astellas, AstraZeneca, Atlas, Bain & Co, Bausch & Lomb, Bayer, Biogen Idec, BioNTech, Biosyn, Boehringer Ingelheim, Boston Consulting Group, Bristol-Myers Squibb, BTG, Cambridge Healthtech Institute, Centaurus Capital, Chemedest, Chiesi, Colorcon, Croda, CVC Capital Partners, Daiichi-Sankyo, Decision Resources, Destiny, D-Pharm, Dr. Reddys, Eisai, Eli Lilly, E-Therapeutics, EuropaBio, Ferring, Fertin, Fidia, Forest, GE Healthcare, GeneCode, Genus, Genzyme, Glenmark, Goldman Sachs, Grunenthal, GSK, Haemostatix, ICON, IIR, IMS International, Incyte, Informa, Innovex, Ipsen, Johnson & Johnson, Karo Bio, Kenta Biotech, Kissei, Kowa, Kyowa Hakko Kirin, Labopharm, Leo, Lundbeck, Management Centre Europe, Masters Pharmaceuticals, MD Anderson, MedSci, Merial, Merck Serono, Metabometrix, Metacure, Middlebrook, MMV, MRM Proteomics, Mitsubishi Tanabe, Morphogenesis, Mundipharma, Natural Medicines Company, Neuropharm, Nordbiochem, Novartis, Novex, Novo Nordisk, Nycomed, Ono Pharmaceutical, Orion, Palau Pharma, Pfizer, Pharmexa, Physica, Piramed, PLG, Pola, Poxel, Procter & Gamble, PWC, Pronova, Ranbaxy, Roche, Laboratorios Salvat, Sanofi, Servier, Shire, SJT Molecular, Solvay, SROne, Stiefel, Takeda, Taylor Wessing, Thornton & Ross, Tillotts, Tripos, UCB, UMIP, Unilever, Vaxess, Verona, Vernalis, Videregen, Vivoxid, XStalBio, YFM Private Equity

Partnering



Strategy

Valuation



Due Diligence



Negotiation



Benchmarking



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## Deal Watch: Current Trends in Deals

For more information, please contact:

+44 (0) 20 8654 6040

[office@medius-associates.com](mailto:office@medius-associates.com)

[www.medi-us-associates.com/deal-watch/](http://www.medi-us-associates.com/deal-watch/)