

2025 Business Development Fundamentals

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

Three-Day Course Schedule

Friday, June 13, 2025, 8:30 a.m. – 5:00 p.m.

Saturday, June 14, 2025, 8:30 a.m.–5:00 p.m.

Sunday, June 15, 2025, 8:30 a.m.–5:00 p.m.

Complimentary breakfast will be served each morning, 7:30—8:30 a.m.

Complimentary lunch as well as mid-morning and midday snacks will be provided daily.

The Course Registration desk will open each morning at 7:30 a.m.

DAY ONE: FRIDAY, JUNE 13, 8:30 a.m. — 5:00 p.m.

INTRODUCTIONS AND COURSE OVERVIEW

MODULE 1: INTRODUCTION TO BIOPHARMA LICENSING TRANSACTIONS

Faculty:

- *Veronique Riethuisen, VR Strategic Alliances*
 - What is business development?
 - Your role as a BD professional
 - Licensing as a means of building portfolio value
 - Biotech versus Big pharma needs/considerations
 - Types of licensing transactions
 - Key steps involved in the licensing process
 - Outreach and materials development (communication strategy/technology positioning/slide development)
 - The role of the term sheet and key provisions
 - Managing the due diligence process
 - Resources for the licensing executive/reading materials
 - Q&A

MODULE 2: INTELLECTUAL PROPERTY CONSIDERATIONS IN LICENSING

Faculty:

- *Robert Silverman, CEO Revere Pharmaceuticals*
- *Christiana Zhang, Partner, Intellectual Property and Information Technology, McCarter & English*
 - 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 during “due diligence”
- Landmark Cases in Biotechnology & Pharmaceuticals
- Q&A

DAY TWO: SATURDAY, JUNE 14, 8:30 a.m. — 5:00 p.m.

MODULE 3: DEAL VALUATION

Faculty:

- *Patrik Frej, Founder and CEO, Venture Valuation*
- *Wyatt Gotbetter: SVP/Worldwide Head of Paraxel Access Consulting*

- 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

MODULE 4: CONTRACT BASICS

Faculty:

- *Mark Cooper, Principal, Faber Law Group*
- *Veronique Riethuisen – VR Strategic Advisors*
 - 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 15, 8:30 a.m. — 5:00 p.m.

MODULE 5: NEGOTIATION, PART I

Faculty:

- *Angele Maki, Chief Business Officer, Hummingbird Bioscience*
 - Key steps involved in the preparation and planning of a negotiation as it applies to the biopharma industry
 - How to manage and work with your internal and legal team
 - Common sticky points based on deal structure
 - Recognizing various negotiation tactics and personalities and how to manage them
 - Case study/Q&A

MODULE 5 (continued): NEGOTIATION, PART II

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

NETWORKING LUNCH

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

Faculty:

- *Kate Skrable, VP of Strategic Partnerships, Pfizer*
 - Role of Alliance Management
 - Trends in Strategic Alliances
 - Relationship Management
 - Governance structures
 - How to resolve conflicts?
 - Termination considerations
 - Q&A

MODULE 7: CASE STUDY WORKSHOP (BREAKOUTS AND REVIEW)

BIO PROFESSIONAL DEVELOPMENT NETWORKING RECEPTION 4:45 p.m. — 6:00 p.m.

Agenda subject to change.