

# INTRODUCTION TO HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE PROGRAMME



## Monday 18<sup>th</sup> November 2019

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| <b>09.00 – 09.15</b> | <b>Registration and Coffee</b>  |
| <b>09.15 – 09.30</b> | <b>Introduction to the Course</b>   |
| <b>09.30 – 10.45</b> | <b>Overview of the Licensing Process</b> <ul style="list-style-type: none"><li>▪ definition and scope of the licence</li><li>▪ internal business development structures</li><li>▪ strategy and fit within the company</li><li>▪ working relationships with other functions e.g. research, medical &amp; commercial</li><li>▪ standard operating procedures for in-house operations</li><li>▪ metrics of success</li></ul> |
| <i>10.45 – 11.00</i> | <i>COFFEE</i>   |
| <b>11.00 – 12.00</b> | <b>Identifying and Finding Partners</b> <ul style="list-style-type: none"><li>▪ types of searches</li><li>▪ potential sources</li><li>▪ useful networks and databases</li><li>▪ courses and conferences</li><li>▪ contact strategies</li></ul>  |
| <b>12.00 – 12.30</b> | <b>Briefing for the Case Study</b>  |
| <i>12.30 – 13.30</i> | <i>LUNCH</i>  |
| <b>13.30 – 14.45</b> | <b>Due Diligence</b> <ul style="list-style-type: none"><li>▪ Introduction</li><li>▪ Due Diligence in the real World</li><li>▪ The process of Due Diligence</li><li>▪ Legal Aspects of Due Diligence</li></ul>   |
| <i>14.45 - 15.00</i> | <i>TEA</i>  |
| <b>15.00 – 15.30</b> | <b>Review of Heads of Terms</b>   |
| <b>15.30 - 17.00</b> | <b>Case Study – Round 1 Strategy and Due Diligence</b>  |

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## Tuesday 19<sup>th</sup> November

- 09.00 – 10.15**      **Different Types of Licensing Agreements**
- Research collaborations
  - Contract Research
  - Licensing, Heads of Agreement, In-licensing, Out-licensing, Options
  - Marketing Agreements, Contract Salesforce, Co-marketing, Co-promotion
  - M&A
  - Joint Ventures
- 10.15 – 11.15**      **Intellectual Property Rights**
- patents: what is and isn't patentable
  - the patenting process
  - other forms of IP - trademarks, designs, copyright, know how
  - SPCs
  - enforcement and infringement
  - recent IP developments
- 11.15 – 11.30*      *COFFEE*
- 11.30 – 12.45**      **The Regulatory Environment in Licensing**
- global regulatory framework
  - development timelines
  - key regulatory milestones: links to contracts
  - interface with licensing and business development
- 12.45 – 13.45*      *LUNCH*
- 13.45 – 15.30**      **Financial Aspects of Licensing**  
**Please note:** Use of a laptop with *Excel*, is beneficial for this presentation.
- valuation of products / technology
  - financial evaluation of the opportunity
  - simple financial models
  - risk assessment and evaluation
  - financial impact of different deal structures
- 15.30 – 15.45*      *TEA*
- 15.45 – 17.45**      **Case Study – Round 2 Financial Planning**

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## Wednesday 20<sup>th</sup> November

- 08.30 – 09.15**      **Negotiation Process and Techniques**
- Introduction
  - Negotiating Styles
  - Planning your negotiation
- 09.15 – 10.00**      **Case Study – Round 3**  
*Negotiation planning*
- 10.00 – 10.15**      *COFFEE*
- 10.15 – 11.45**      **Case Study – Round 3**  
*Negotiation between teams*
- 11.45 – 12.15**      **Case Study – Round 4**  
*Feedback and team presentations*
- 12.30 – 13.15**      *LUNCH*
- 13.15 – 14.15**      **Optimising the Legal Agreement Structure**
- legal elements of deal structures
  - various types of deals
  - due diligence
  - termination of agreements
  - governing law
- 14.15 – 15.30**      **Alliance Management**
- Why does alliance management matter
  - What is alliance management
  - Alliance management in practice
- 15.30**                **Summary and Close**