

# INTRODUCTION TO HEALTHCARE BUSINESS DEVELOPMENT & LICENSING TRAINING COURSE



Monday 16<sup>th</sup> March 2020

<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>11.0 – 12.00</b>	<b>Intellectual Property Rights</b> <ul style="list-style-type: none"><li>▪ patents: what is and isn't patentable</li><li>▪ the patenting process</li><li>▪ other forms of IP - trademarks, designs, copyright, know how</li><li>▪ SPCs</li><li>▪ enforcement and infringement</li><li>▪ recent IP developments</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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- 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**      **Identifying and Finding Partners**
- types of searches
  - potential sources
  - useful networks and databases
  - courses and conferences
  - contact strategies
- 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 18<sup>th</sup> March 2020

- 08.30 – 09.15**      **Negotiation Process and Techniques**
- Introduction
  - Negotiating Styles
  - Planning your negotiation
  - 10.30 – 12.30 Case Study – *Round 3*
  - 10.30 – 12.30 Case Study – *Round 3*
- 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**