



Corporate Alliance Partnering – Lessons Learned



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From Your Perspective...

- **What are your company's goals?**
- **Who should you typically contact?**
- **Do referrals work?**
- **What are corporate partners looking for?**
- **When is your team ready to approach a corporation?**
- **What can you reasonably expect from a "partnership"?**
- **How do you take the first step?**
- **Lessons learned.**



Definitions:

- **Biotechnology**
- **Pharmaceutical**
- **Biomedical**
- **Medical Device**
- **MedTech**
- **natural source-based**
- **typically synthetic, chemical drug sources**
- **biological medical applications**
- **electromechanical systems & equipment; disposables - sutures, catheters; surgical instruments; etc.**
- **biotech, biomedical, pharma & med. device**



Your Company's Goals



Business Premise:

- **R&D** -> Development & Technology Transfer +
- **Developing Applications** -> Technology Transfer & Dev. Support +
- **Manufacturing** -> OEM Marketing / Distribution & Support Services
- **Manufacturing & Marketing** -> Local Distribution / Support Services



Who should you typically contact?

- **Corporations with competing vs. non-competing products/technologies**
- **Manufacturers vs. distributors / OEMs**
- **Management contacts – the larger the corporation, the less senior the contact**
- **Large vs. smaller corporations**
 - **attention to your technology**
 - **internal review process formality**
 - **breadth & depth of core competencies**



Do referrals work?

- **Yes, if done properly**
- **Referrals save your company time and money**
- **Corporate partnering & referral services provided can range from:**
 - **Screening to qualify partner candidates, and**
 - **Formal introductions**
- To:**
 - **Due diligence review, and**
 - **Contract negotiations**
- **or anywhere in between**



What are corporate partners looking for?

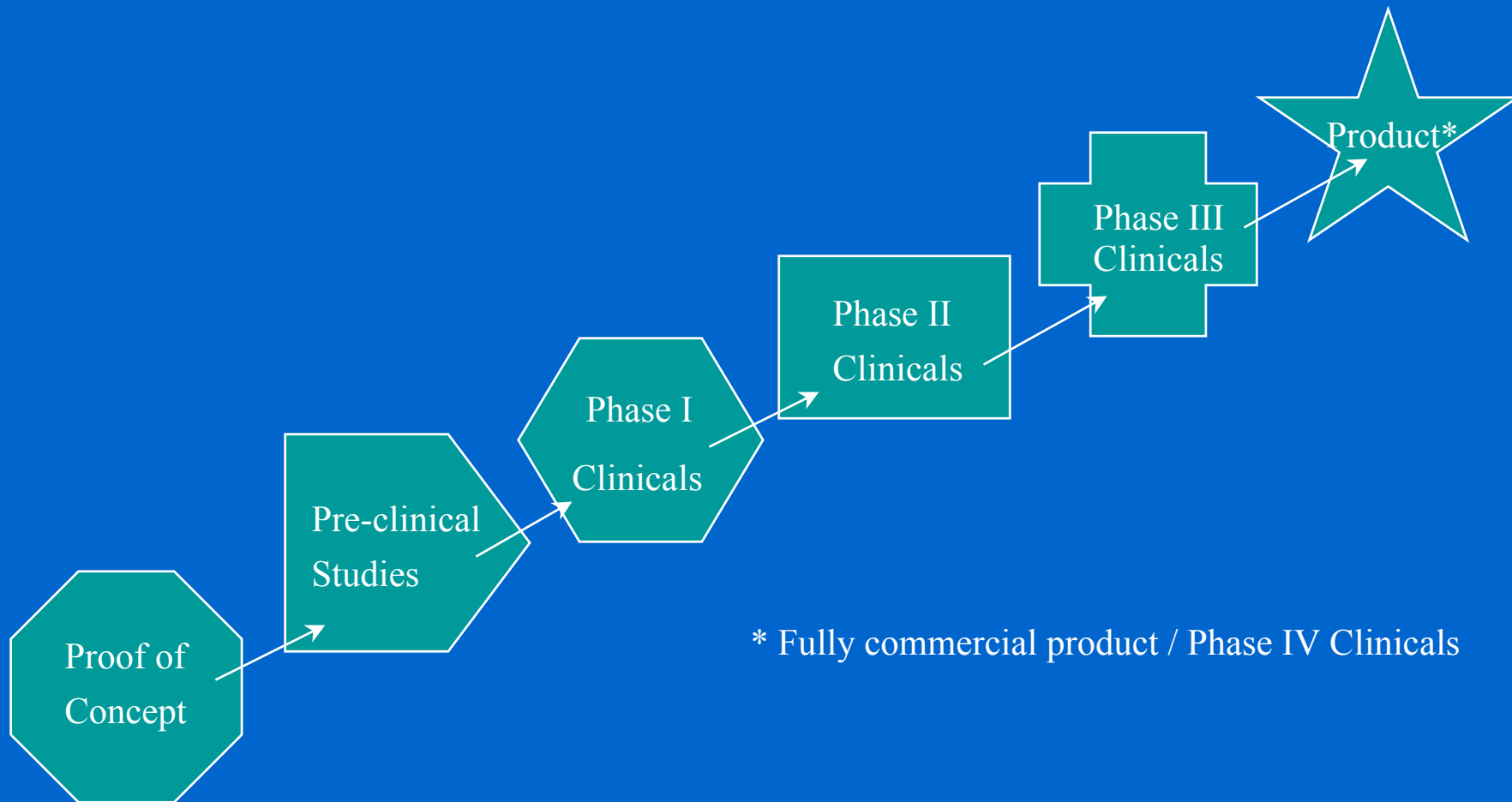
Uniquely Strategic Question for the corporation...

Typically:

- **Revolutionary not evolutionary**
- **Clear Market Advantage over competition**
- **Strong technology base and IP protection**
- **Prototypes & Beyond Proof of Concept (PoC)**
- **Low or Moderate Risk**
- **Hi Tech system, Not commodity**
- **Product or technology, not software or service**
- **Reasonable terms**



Medtech Development Cycle



* Fully commercial product / Phase IV Clinicals



When is your team ready?

View the opportunity as a corporate partner would...

- **Stage of your product/technology development [prototype/PoC+]**
- **Situational analysis of the market:**
 - product/problem fit
 - competing technologies
 - regulatory issues
 - customer needs
 - economic issues
 - reimbursement issues
 - competition
 - financial issues
 - etc.
- **How & where does your product or technology fit in this marketplace**
- **Customer Needs Analysis (CNA) - required performance & function**
- **Product Requirements Definition (PRD or MRD) - product features / benefits & performance**
- **Risk & return**
- **Evaluate all of the above at each key stage in a technologies' or products' development life cycle**



What can you reasonably expect from a good “partnership”?



- **Similar Business Philosophies – “chemistry”**
- **Critical contract terms honored**
- **Discrepancies should be anticipated and resolved amicably**
- **Mutual “best efforts” & “good faith” mentality**
- **“A contract is only as good as those who agree to it”**



How do you take the first step?

- Start with your Business Plan...

On your own:

- **Research Specific Industry & Trade Groups**
- **Identify Key Companies in Target Market Sector**
- **Locate Senior Business Development, Marketing & Executive Management**
- **Requires a lot of time and effort**

Referral service:

- **Locate Experts in Your Market Sector:**
 - **Word of mouth to locate appropriate services**
 - **Directories of such services**
- **Experts can more effectively identify, screen, qualify and reach agreement with appropriate partnering candidates for your company**



Lessons learned.

- 1) **Remain Objective & Realistic about Your Product / Technology**
- 2) **Have a Well-Developed Technology & IP Position**
- 3) **Do Your Homework & Your Own Analysis**
- 4) **Expect 6 – 12 months to interest a qualified partner**
- 5) **Expect 6 - 18 months to sign a deal**





Q & A....





Corporate Alliance Partnering Services - How do we work together?



- Anticipate Problems
- Frequently Communicate
- Enable Access to Pertinent Company Information
- Be Realistic
- Mutually Cooperate