

CASE STUDY

Phillips Company

Innovaro Pharmalicensing – Very Professional, delivering what it promises at a rapid rate

The reasons to choose Innovaro Pharmalicensing as a partnering consultant were clear from the start for Dr Ayo Otiko at Phillips Company. “The credibility of the company was the main reason closely followed by the excellent connections to the pharmaceutical industry the company has” Dr Otiko told us. The team at Phillips also favoured the idea of having a “middle- man” in place, between themselves and any potential clients.

Dr Otiko employed Innovaro Pharmalicensing to help him and his team to out-license a key product internationally. The product has potential uses in a number of different applications which made the search for a licensing partner an interesting and varied procedure.

Right from the initial introductory call with Innovaro Pharmalicensing, Dr Otiko rated highly his experience of working alongside the Partnering Search team. In his own words he described the company as “Very professional, delivering what they promise, at a rapid rate”

Flexible and Impressive

Key personnel at Phillips Company were particularly impressed by the flexibility and quality of the team at Innovaro Pharmalicensing. Citing just one example, “Co-ordinating and bringing global clients together for conference calls can be a difficult task as many of them are working on different time zones, but this was never a problem for the staff at Innovaro, they organised everything efficiently– it was like having your own employee working for you!” stated Dr Otiko.

Dr Otiko also praised Innovaro Pharmalicensing for the advice they gave him in steering the direction of the Partnering Search to help him get the maximum benefit from it and ultimately for the success of the product. “At the start we had a number of products to focus the search upon; however Innovaro helped us to narrow down the selection and focus our energies down one route” explained Dr Otiko.

Looking forwards Dr Otiko would happily recommend Innovaro Pharmalicensing to others. Dr Otiko says “I would 100% recommend Innovaro Pharmalicensing to companies looking to out-license their pharmaceutical products”

Pula Healthcare

Innovaro Pharmalicensing – Good guys for start up companies because of its time and patience

Dr Ponda Motsepe-Ditshego, CEO of Pula Healthcare, based in South Africa spoke to Innovaro Pharmalicensing about her experiences of using Innovaro Pharmalicensing and specifically the Partner Search service, since first hearing about the company three years ago.

Pula Healthcare is a newly formed bio-pharmaceutical company specialising in novel delivery prescription and OTC products for the South African market. The company was first conceptualized in 2007 and established in 2009 to address healthcare needs and improve the lives of patients by simplifying drug treatment for patients in the Sub-Saharan African region. Pula Healthcare is now working with Innovaro Pharmalicensing to identify and engage with partners to further build up its product portfolio.

Negotiations are already underway with many partners brought to Pula Healthcare by Innovaro Pharmalicensing, so this is a very exciting and crucial time for the aspiring company. 'We are looking to establish great partnering and licensing relationships with a number of the partners identified by the Innovaro Pharmalicensing team' commented Dr Ponda Motsepe-Ditshego.

Quick to put us in touch with potential partners

The team at Pula Healthcare have thoroughly enjoyed working with Innovaro Pharmalicensing, and to date have built a strong relationship with the team and find them easy to work with. 'We all feel that we can call on the team at Innovaro Pharmalicensing any time we want, and this is what makes them so good' Mr Dario Bortolotti – Marketing and Sales Director for Pula Healthcare stated. 'We like the fact that the team is always quick to put us in touch with potential partners'. This is a key aspect of the Partner Search service and is intended to take the workload and hassle away from clients.

Pula Healthcare first joined forces with the Innovaro Pharmalicensing team after learning mainly through research what experience and services the company offered in terms of partnering. At the time Innovaro Pharmalicensing was the only name that filtered through to Pula Healthcare offering this kind of service as Dr Ponda Motsepe-Ditshego explained 'It was clear to us that this partnering company had a good reputation so we chose them, and from the very beginning the team had a very forthcoming attitude which made it easy for us to establish our partnership'

As Pula Healthcare is a start up company, the team felt that working with Innovaro Pharmalicensing gave them a good place to start in terms of finding partners and for this reason she says that 'Innovaro are good guys for start-up companies particularly because of their support, time and patience'



University of Arkansas for Medical Sciences (UAMS) Bioventures,

Innovaro Pharmalicensing – Providing a small tech transfer incubator with a large window of exposure in the pharmaceutical and device market

“We saw Innovaro Pharmalicensing as an organisation that could help us gain visibility for our technology,” said Dr. Michael Douglas, Director of the University of Arkansas for Medical Sciences (UAMS) BioVentures program, explaining his decision to work with Innovaro Pharmalicensing. “We found the combination of Pharmalicensing and Innovaro to be compelling and one that covered many markets.”

Based in Little Rock, Arkansas, UAMS BioVentures includes a technology transfer office and start-up company incubator. Dr. Douglas and his team have utilized the Innovaro Pharmalicensing service not only for two Partnering Searches for two of their pre-clinical academic projects but also to profile hundreds of the university’s licensing opportunities on the website through the Profiling service. Innovaro Pharmalicensing allows Universities to post as many licensing opportunities as they wish, and this facility has been a very beneficial aspect of the service for UAMS. “Pharmalicensing has created numerous opportunities for us,” Dr. Douglas said. “For start-ups and tech transfer offices that have IP at an investable/acquirable point, Innovaro Pharmalicensing provides additional exposure and introduces them to companies and organisations they would not usually be aware of”

Sheer volume of hits

By profiling their IP on the Innovaro Pharmalicensing website, UAMS BioVentures has seen a significant increase in the number of hits on its website. “We used a similar company to broadcast our opportunities and our site received 2,000 hits, but by posting on Innovaro Pharmalicensing we received 41,000 hits in the same period of time.” Dr. Douglas said. “We see a lot of enquiries and a lot of activity each time we update our licensing opportunities. The Innovaro Pharmalicensing website provides a generous technology section for us.”

Apart from the contacts and the enquiries that the UAMS team has obtained through Innovaro Pharmalicensing, the office also has benefited from the support and advice of Innovaro Pharmalicensing. “We have had some great conference calls where the Innovaro Pharmalicensing team has offered a lot of support. They share their ideas, and this is a key aspect of the service,” Dr. Douglas said.

“We hope three deals will be finalized shortly through the contacts we have made through Innovaro Pharmalicensing; deals are there to be made,” Dr. Douglas concluded.

innovaro.com and pharmalicensing.com

"Pharmalicensing: An elegant way of getting in touch with partners"

'Easily accessible' and 'not too expensive' are two of the main reasons behind Pantarhei Bioscience's decision to join Pharmalicensing and subscribe to the managed partnering services.

Following its addition to the site, Pantarhei Bioscience has received a number of partnering enquiries by posting its licensing opportunities and has submitted a development project for the dedicated Partnering Search service.

Pantarhei Bioscience of the Netherlands is committed to the development of innovative, patent protected, new treatment concepts and medical uses of existing compounds (biologicals, hormones, and drugs) based in the area of gender-related medicine.

"Pharmalicensing offers that additional personal service"

We spoke to Rene van der Linden, Director of Business Development at Pantarhei Bioscience, to find out what he thinks of the service and how he uses it. 'Every other week I look for new opportunities on the website and in the newsletter,

Pharmalicensing is different to other companies in that it is more active, many partnering companies are just databases, but Pharmalicensing offers that additional personal service.' Rene told us.

Rene takes care of most of the business development and licensing activities of Pantarhei Bioscience therefore doesn't have a lot of time to go searching for partners, especially when a visit to the company is required, but with Pharmalicensing the searching time is shortened 'Pharmalicensing is an elegant way of getting in touch with partners, including some that you've never heard of before' Rene declared.

"Pleasing Partnering Search results"

The Pharmalicensing team recently conducted the Partnering Search for Pantarhei Bioscience and Rene was very pleased with the results, so much so that he wanted another search carrying out. Rene spoke of his surprise in the results 'From the list of target companies I knew 60/70% of the companies however the rest I didn't even know' the results have no doubt led to some good discussions for Pantarhei Bioscience.

Rene is also pleased with the regular quarterly statistics reports that are received as part of the service. The quarterly statistics report provides an overall summary of the client's performance on the Pharmalicensing website for the latest quarter of that year.

“An online directory that gives up to date licensing opportunities as well as real-time information on the industry at the touch of a button” Martha Clancy, Innocoll.

Drug delivery specialists Innocoll Inc has profiled with Pharmalicensing for some years now. The Profiling Plus service introduced by Pharmalicensing includes a professionally written profile, respondent screening and prominent company placement on both the website and in the newsletters.

Innocoll first began profiling with Pharmalicensing after hearing about them from industry insiders and following a recommendation from a member of staff. Innocoll is a specialty pharmaceutical and drug delivery company committed to the research and manufacture of collagen-based technologies. During its time with Pharmalicensing, Innocoll has made many contacts and has also initiated many in-depth discussions with potential partners.

“Nothing to lose”

Martha Clancy, Communications Officer at Innocoll believes by subscribing to the service you have nothing to lose ‘You simply put your profile up, pool in the enquiries and follow up any promising enquiries with a conference call or meeting where possible’. Potential partnerships can then be explored and discussed. ‘We are continuously evolving and even if the contacts aren’t exactly suitable for us at a particular time, the future could bring different strategies and requirements, opening the gates once again and allowing us to go back to previous contacts. We would always keep any contacts made through Pharmalicensing on file.’

When questioned specifically about her thoughts on the Profiling Plus Service Martha said ‘I like the extra level of service that is offered and the new ideas that you suggest in order to raise our profile on the website i.e. banner adverts and front page features.’ Innocoll feel its profile is looked after well by the staff at Pharmalicensing.

“I would recommend Pharmalicensing without any hesitation”

Martha finds that one of the key differences of Pharmalicensing is the weekly newsletter. The newsletter is a summary of the weeks newly updated licensing opportunities, needs, company profiles, press releases and events. ‘The newsletter is a quick way of finding out about the newest opportunities, it goes straight into your email and you can scan through it, it saves you searching yourself.’ Martha also finds the regular profile statistics updates useful to review the levels of interest their profile generates.

Innocoll has already taken full advantage of the new website developments at Pharmalicensing, posting a number of press releases almost on a monthly basis and find the press release up-load very quick and user friendly.

Without any hesitation Martha says she would recommend Pharmalicensing to any companies actively searching for partners and looking to elevate their profile.

University of Liège, Interface Entreprises-Université

By profiling with Pharmalicensing, the University of Liège (ULg) has made a number of development deals and has obtained the contact details of many new potential partners.

The French-speaking Belgium-based University has almost 20 licensing opportunities listed on the Pharmalicensing website. These originate from its eight faculties, which cover Medicine, Veterinary Medicine, Sciences and Applied Sciences.

In this case study Fabienne Roussel, Technology Transfer Officer at the University of Liège, speaks about Pharmalicensing's reach to the global community and how the service has helped them accelerate some of the University's product developments. Ms Roussel is based at the Interface Entreprises-Université which is responsible for the University of Liège's technology transfers (including IP protection and licensing) The flexibility in posting opportunities stands out as the major highlight for the University of Liège; Pharmalicensing allows Universities and non-profit organizations to post an unlimited number of opportunities on its website. Current opportunities from ULg include, among other technologies, a new aerosol treatment for asthma, a new composition for the prevention/treatment of atherosclerosis and a new method for sensitive environmental, human and agro-food diagnostic.

"We have made four deals through Pharmalicensing"

In the five years that the University has been registered with Pharmalicensing, it has signed four deals with other pharmaceutical partners, one of which was a pre-licensing agreement and three of which were licensing agreements. Therapeutically, one agreement was in the urinary health area; one was an antibody development deal and the other the development of a new therapeutic approach to type I diabetes.

"The difference between Pharmalicensing and other partnering companies is the return we get in response to our licensing opportunities" explained Ms Roussel. "We use two partnering resources and we get better feedback from Pharmalicensing. The website gives us a great opportunity to show what we have to offer"

"The return is the difference"

The technology transfer office updates its pages on Pharmalicensing monthly and in addition to the opportunities, finds the reports and website information useful to keep up with the industry.

Both Ms Roussel and the University of Liège hope Pharmalicensing will continue to generate contacts for its technologies and remain as "a great website to post licensing opportunities for the industry".

Abiogen Pharma SpA



The regular posting of new licensing opportunities, in-licensing needs and updated statistics are just some of the most useful services from Pharmalicensing, according to Giovanna Naldini at Abiogen Pharma.

Abiogen has been with Pharmalicensing for many years and during that time it has received many useful contacts and leads, including companies Giovanna Naldini feels it would not normally reach without the help of Pharmalicensing.

Abiogen is a research-focused pharmaceutical and manufacturing company located in Pisa, Italy. The company has launched four bisphosphonates based on its osteoarticular studies and is currently developing studies in central nervous system diseases and tumors. Pharmalicensing features Abiogen's licensing prospects on its website, including an oncology licensing opportunity (disodium clodronate capsules) and CNS licensing need (dossier acquisition for paracetamol and codeine). "There are so many companies out there and it is impossible to reach all of them, but by joining Pharmalicensing we have been able to make contacts that have been beneficial to us," explains Ms Naldini.

"A good service with quick results"

Ms Naldini uses Pharmalicensing to look at their three posted licensing prospects and check the email alerts generated from these. She also checks the website about once or twice a month to see any new licensing opportunities and needs posted by other companies. "Pharmalicensing has allowed us to advertise not only our company but our individual opportunities."

Ms Naldini recalled an occasion that occurred a short period ago when Abiogen had a query regarding the number of licensing opportunities they were entitled to. To illustrate the advantages of featuring opportunities on the website, Pharmalicensing offered Abiogen a free posting of its opportunity. Ms Naldini and Abiogen found this "very impressive" and "a kind offer from Pharmalicensing".

"Impressive extra Pharmalicensing service"

The relationship between Abiogen and Pharmalicensing is going very well and this is set to carry on in the future as Ms Naldini explained, "I am happy to continue with this co-operative relationship and the very quick responses we get from Pharmalicensing." Ms Naldini used a similar partnering company, to post an opportunity on but did not receive as many responses as from Pharmalicensing, so feels sure that Abiogen has made a good choice with Pharmalicensing. She has not had the chance to recommend Pharmalicensing yet but if asked to recommend a partnering company she said she certainly would.

Germany-based Labtec Pharma designs and develops innovative drug delivery systems such as transdermal, buccal and gingival delivery and fast dissolving dosage forms. It also researches and develops contract analytics and stability testing according to the ICH standards.

Dr Ingo Lehrke, Managing Director at Labtec Pharma spoke to Pharmalicensing about his time and experience with the partnering company since first profiling a few years ago. “Pharmalicensing has many useful features; the licensing opportunities are easy to use and are effective, and inclusion on the website gives a strong visibility to the pharma industry. The cost of joining is affordable too.”

What makes Pharmalicensing different?

“The site is clear and the company has good customer relationships. It’s nice to receive a regular call from the same member of the Pharmalicensing team every month; my personal business development representative knows my history and what has been successful for me.” Dr Lehrke was also pleased with the website’s facilities “The search engine produces excellent results and we get good responses from our email alerts. The monthly reports are also useful”

The Pharmalicensing effect

Earlier this year Labtec Pharma placed a new press release and three licensing opportunities on the Pharmalicensing website. After the release of this company information, Labtec Pharma received three to four times more interest on its profile and a significant increase of clicks to its website.

Dr Lehrke says that profiling with Pharmalicensing has allowed Labtec Pharma to reach companies and contacts that it would not normally reach. The company has initiated some licensing agreements with companies contacted through Pharmalicensing. “In the future I hope that Labtec’s inclusion on Pharmalicensing should lead to more deals for the company,” commented Dr Lehrke. “I am currently recommending Pharmalicensing to Corporate Officers at Schwarz Pharma in Mannheim, Germany.”

With a focus on discovery and development of molecularly-targeted drugs in areas of unmet medical need, especially oncology, Astex Therapeutics applies its proprietary fragment-based Pyramid™ drug discovery engine to deliver a broad pipeline of products in both clinical and preclinical phases.

Astex' lead drug candidate, AT7519, is a cell cycle inhibitor that entered clinical development in the middle of 2005. Astex's second drug candidate, AT9283, an aurora kinase inhibitor has received IND approval to commence clinical development. Jeremy Carmichael, Director of Business Development at Astex Therapeutics spoke to Pharmalicensing about his views on the service since joining a few years ago.

"Pharmalicensing is a well-known name in the industry as an online partnering tool which is why we first started to use the site".

Now an established profiling company on the site, Astex finds the regular outreach to the biopharma community and frequent information on up-to-date licensing opportunities as the major reasons why it continues to profile with Pharmalicensing. "Pharmalicensing is generally regarded as one of the better sites in the industry to facilitate partnering," stated Dr Carmichael. "Although Astex does not use Pharmalicensing as its only way of finding potential partners, the service does provide us with one convenient way to communicate our licensing opportunities to a wide audience and has also given us some up-to-date leads about new technologies and companies that we can follow up."

Proactive service

Astex appreciates the way that Pharmalicensing's partnering service is pro-active - each time a company revises its profile on the site, this generates new email alerts, informing the industry of recent changes. "Even when the profile isn't regularly altered, the company and its licensing opportunities can still attract attention," Dr Carmichael commented - a feature that is no doubt useful for business and licensing executives with little time on their hands for advertising.

Dr Carmichael is pleased with Astex' profile and the leads it has generated and sees Pharmalicensing as an important shop window for biotech and pharma companies to feed through new opportunities.

Immunology Laboratories

One of Pharmalicensing's clients is Gary Clark of Immunology Laboratories, based in Alabama in the United States. Immunology Laboratories develops novel technological inventions for the treatment of staphylococcal infections in humans and animals.

Immunology Laboratories first profiled with Pharmalicensing in mid-2005 after a positive recommendation from an associate at the patent attorney company Troutman and Sanders.

Mr Clark assessed the site and chose to profile, as he believed that Pharmalicensing was the most popular site of its kind. He found it easy to navigate around and felt it offered the highest probability of accomplishing a good partner. Immunology Laboratories is seeking a long-term partnership with a large mature pharmaceutical company in the infectious disease area.

Mr Clark explained how he monitors his profile. "We use the site mainly for our partnering needs; we look to see if any interest has been generated. We check our updates and see if there are any developments. We like the fact that the site allows companies to see what we do too."

"People looking for partners will notice us"

Visiting the site twice a week, Mr Clark believes that one of the most useful features is being listed alongside the many potential partnering companies. "People looking for partners will notice us," he said.

Immunology Laboratorie's profile has generated positive responses from a number of companies. Mr Clark feels that profiling with Pharmalicensing is efficient, as it allows Immunology Laboratories to eliminate certain companies from its mission to find a partner.

"Anyone who has a partnering pharmaceutical company should certainly consider making use of the website and related services."

Mr Clark is optimistic about his future with Pharmalicensing. "We hope that Pharmalicensing will bring us a partner who has the resources to help us bring our products to the marketplace." Mr Clark concluded by saying that he would definitely recommend Pharmalicensing. "Anyone who has a partnering pharmaceutical company should certainly consider making use of the website and related services."

PSI

PSI, located in Belgium, is a subsidiary company of Jubilant Organosys Ltd, a leading pharmaceutical and life science company in India. A service and product provider, PSI specializes in development, production and supply of pharmaceutical dosage forms along with regulatory services and bioequivalence studies. Its full vertical integration makes PSI the preferred partner for outsourcing.

PSI has been with Pharmalicensing for a few years now because of the website's good results and regular reports available every month, which enables PSI to keep up to date and in touch with companies of interest in the pharma industry.

"Pharmalicensing puts companies together to partner in order to compete internationally"

"Being listed on Pharmalicensing helps us to market ourselves," explained Evelyne Vansuyt, marketing analyst at PSI. Last year Pharmalicensing's clients viewed PSI's company profile over 2000 times. Evelyne Vansuyt also commented on the freedom offered at Pharmalicensing; clients have complete control over the editing of their own profiles, so as soon as new information arrives it can be updated for the rest of the industry to see. "We can update our company profile and opportunities around the clock."

"Being listed on Pharmalicensing helps us to market ourselves"

PSI is interested in out-licensing and supply of pharmaceutical generic products from its extensive portfolio of mostly fully integrated dossiers and in expanding its RA services and contract development. In the future, the company hopes that Pharmalicensing will become an even stronger marketing tool for the partnering of its generics.

Scottish National Blood Transfusion Service

"Pharmalicensing does what it says on the tin and I would undoubtedly recommend them to others"

Ian Hardie, Business Development Manager from Scottish National Blood Transfusion Service spoke to Pharmalicensing about his experiences with the company and how it helped his NHS organisation sell 5 out of 8 patents with a sixth traded in another way.

The Scottish National Blood Transfusion Service is a specialist provider of transfusion medicine supplying high quality blood, tissues, products and services to hospitals and their patients around Scotland.

Mr Hardie first spotted Pharmalicensing at a life sciences conference; the IP services and out-licensing information that the company was offering appealed to Ian and persuaded him to take a look further at the services available.

"I had 8 patents, 5 in their final stages and I needed to sell them. After profiling with Pharmalicensing I did sell / trade 6 out of 8 of them."

The decision to actually then profile with Pharmalicensing was made after speaking to a member of the business development team at the company. Ian told Pharmalicensing 'I had 8 patents, 5 in their final stages and I needed to sell them. After profiling with Pharmalicensing I did sell / traded 6 out of 8 of them.'

Ian strongly believes that the secret behind Pharmalicensing's success is the large number of targeted users it has; after posting his patent opportunities online they regularly received hundreds of hits each month.

"The report statistics we regularly received about our opportunities were great when reporting the success of the service higher up the team"

Performance reports from Pharmalicensing helped to keep Ian and his team aware of how many hits and interest his patent opportunities were generating and Ian found these reports to be a very useful feature when reporting back to senior level management. 'The report statistics we regularly received about our opportunities were great when reporting the success of the service higher up the team' Ian said.

Ian found the service easy to use and the posting of the opportunities clear to add, which is something that Pharmalicensing constantly strives to achieve. Pharmalicensing has recently added a new feature to its site called 'Partnering Match' whereby categorised opportunities are automatically matched up to other suitable partnering opportunities on the website based upon categorisation criteria.

'Pharmalicensing does what it says on the tin', summarised Ian, 'and I would undoubtedly recommend them to others'

"Negotiating deals with contacts made through Pharmalicensing"

Through its profile on Pharmalicensing, California based Cosmederm has been introduced to a number of new potential partners with whom it is now in discussions regarding possible business relationships. Sean Edwards, *CEO* at Cosmederm spoke to Pharmalicensing about the success he and his company have achieved by posting the company and its licensing details on the site 'We have seen a significant amount of traction from our posts. Our profile on Pharmalicensing has especially opened a lot doors to foreign markets, which otherwise may have been hard for us to access.'

Cosmederm Technologies, which develops novel technologies for the dermatology field, first became aware of Pharmalicensing through a simple internet search. After seeing the other companies and postings on the site, Cosmederm began profiling some of its own products and technologies... and has been pleased with the outcome.

"Pharmalicensing has provided us with significant deal flow that we feel will help grow our company"

After reviewing other similar sites, Mr Edwards decided on Pharmalicensing for posting Cosmederm's licensing opportunities; he finds that the website is intuitive and has good functionality 'It's easy to access different areas of the site, and it allows me to quickly check the website on a periodic basis to look for any new opportunities or potential partners' Mr Edwards told us. Cosmederm currently has two dermatology based licensing opportunities featured on the site; one for a potent OTC anti-itch product and another for an OTC medication for acne/rosacea. The Company is also developing a number of prescription topical drugs, cosmeceuticals and other OTC drugs based on its patented technology.

Cosmederm recently renewed its Pharmalicensing profile for another year. 'When we were asked about renewing, it was what Americans refer to as a 'no brainer' (It basically required very little thought)' Mr Edwards joked. 'Pharmalicensing has provided us with not only a great deal of visibility with respect to our own technology but also knowledge of other opportunities that may fit within our business strategy. 'I would certainly recommend it to others that have a similar business model to ours.'

"When asked about renewing, it was a no brainer"

One of the key highlights of Pharmalicensing for Cosmederm has been the quality and range of companies that visit the site. 'We have had enquiries from global pharma and consumer products companies as well as smaller biotech companies and specialty pharmas.' Mr Edwards told us, 'This has yielded further discussions about tangential applications of our technology for which a company may have an interest or a need, but of which they weren't aware of based on our current postings.' Pharmalicensing is now used by over 200,000 pharmaceutical executives per month and it seems its clients are most definitely benefiting.