

Case Study: Business Development

Leveraging Commercial and Quantitative Expertise

Highlights

- Forecasts, scenarios, rNPVs, deal terms
- Commercial and development insights
- Support both in-licensing and out-licensing
- Deep oncology and biotech expertise

Example: Sensitivities Inform Deal Structures



SITUATION

A public biotech company (market cap > \$2B) is augmenting their strategy of discovering new antibodies with an early stage licensing strategy. They wish to use their clinical knowledge of antibody technology to select early licensing opportunities that they will develop to PoC and then re-license to larger partners.

The organization has deep scientific knowledge, but neither commercial products nor personnel.

ARTISAN APPROACH

Artisan provided commercial insight for 6-12 licensing opportunities (mostly oncology) that have passed a scientific screen and are elevated to Executive Team review. This includes:

- Support of both in-licensing and post-PoC partnering
- Forecasts, Scenarios, and rNPVs, often delivered under very tight timeframes
- TPP and development plan review, to provide insights into timing, regulatory strategy, commercial imperatives, PoS, and costs
- Validation of initial insights with KOL and community oncologist primary research
- Proposed deal structures and deal terms for negotiation

RESULTS

Artisan has advised on three successful in-licenses in the past three years. The first, in-licensed in 2011, recently had positive P2a data and was re-partnered in 2017. Additionally, their first two internal development candidates were both successfully partnered in 2013 using Artisan pitch presentations at deal terms in line with Artisan forecasts.