TCG

International Business Development
Strategy and Implementation

CASE STUDY

PHARMACEUTICAL PRODUCT LICENSING PROJECT

Accelerating time-to-market in an early stage company through licensing

Background

- Company had an attractive candidate pharmaceutical product which they wanted to out-license.

Challenges

- The active ingredient was perceived by the market as having adverse side effects.
- Early stage in development, and small market potential, limited the partner potentials to a fraction of the mid-and smaller-sized pharma companies – those who would have the money and pipeline needs to license the product.

TCG Approach

- Conduct research to determine product fit relative to the existing treatment paradigm.
- Objectively define market size, through research.
- Define unmet medical needs, how the approved reformulated product reduced the side effects and improved patient compliance.
- Develop product positioning.
- Identify pharmaceutical companies with call points associated with the target market.
- Narrow list to 100 companies and prioritize into three tiers based on objective criteria.
- Contact the first tier targets, qualify their interest level and negotiate the best deal for the company.

Results

- Concluded a successful deal with a pharmaceutical company that included upfront payment, and development milestone-based payments and royalties on sales.
- Product was approved by FDA after the successful development programs.

Value to Client

- Company was able to use the cash generated by this deal to acquire additional products which were formulated with the same drug delivery technology.

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