



International Business Development
Strategy and Implementation

CASE STUDY

EARLY STAGE LIFE SCIENCE COMPANY LICENSING ***Creating Value from a Life Sciences Technology Platform***

Background

- An early stage company with an enabling research technology wanted to develop licenses and partnerships to raise cash.

Challenge

- How to extract value from a technology that had previously been discredited in its ability to deliver value as an enabling technology.

TCG Approach

- Identify markets where the technology did not have a legacy history.
- Identify companies in these markets and pursue for opportunity.

Results

- Two attractive markets were identified where the technology offered unique value.
- Potential partners were identified, contacted and negotiations ensued.

Value to Client

- Two multi-million dollar partnerships successfully concluded.

Technology Commercialization Group, LLC

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