



International Business Development  
Strategy and Implementation

## CASE STUDY

### ***Pharmaceutical R&D Partnering***

#### ***Creative R&D partnering options for an early stage biotech company***

##### **Background**

- Early stage company had rights to an active ingredient, with potential across a broad range of disease states, but no data substantiating performance. As the management team had limited experience assessing markets for new technologies, they asked TCG to perform the assessment and find potential business partners.

##### **Challenges**

- How to develop proof of concept and commercialization in a highly cost-constrained environment.

##### **TCG Approach**

- Define what unmet medical needs the product would address
- Identify companies with pipelines and research interests in the disease areas.
- Contact the companies and qualify their interests.
- Develop product champions and move forward with one or more partnerships

##### **Results**

- A list of qualified potential partners was provided to the client.

##### **Value to Client**

- The company was provided with valuable information which allowed them to target the development of business relationships where the objectives and outcomes were well defined.

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