



International Business Development  
Strategy and Implementation

### **BIOTECH PRODUCT LICENSING**

#### ***Unlocking Early Value in a Development Stage Therapeutics Company***

##### **Background**

- An early stage stem cell therapeutics company was seeking to derive short term value from its impressive IP portfolio.

##### **Challenges**

- How to license the technology in a way to derive short term value, without compromising the longer term potential for the company.

##### **TCG Approach**

- Assess the market and define narrow fields of opportunity that offer short term opportunity, while not overlapping longer term markets.
- Identify companies that play in these markets and pursue for opportunity.

##### **Results**

- Identified a research market niche as having high potential value
- TCG identified a pharmaceutical partner with interest, who completed a licensing deal with the company, that involved upfront and milestone payments.
- The product was ultimately approved by the FDA, after a successful co-development program between the two companies.

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

- Licensed the technology to a market leading company in this field creating \$1 million value.