

REALISING VALUE FROM BIOTECHNOLOGY

Investment into scientific innovation has thankfully become an important focus for Australia. The launch of the National Science and Innovation Agenda and the creation of the Biomedical Translation Fund are particularly encouraging for our sector. To capitalise on these opportunities, it becomes paramount to focus on the 'business of biotech'.

The health and economic benefits of biotechnology are inextricably linked to its commercialisation, rather than translation per se. Biotechnology is a challenging business, and it requires specialised capabilities, experienced insights and significant capital. Australian innovators typically must engage with global partners to realise maximum value from their intellectual property.

All too often, biotech innovators, understandably, focus their limited resources on what they do best—innovation, preclinical and clinical development—with the underlying assumption being 'build it, and they will come'. Their somewhat vague business goal is to 'partner with Big Pharma' after positive efficacy trials.

It is a risky strategy. Patents are filed, dollars are invested, and even significant milestones are achieved before anyone answers (or sometimes even asks) 'how are we going to sell this technology, and to whom are we going to sell it?' Unless a real-time commercial expert is onboard—someone currently in the business of doing deals with or for actual biotech buyers—the answers to these questions tend to involve guesswork and speculation. As partnering is on the critical path to realisation of value from biotechnology, the cost of leaving these questions unanswered cannot be underestimated.

The technology and intellectual property come first, but without experienced and effective business development, even good biotechnology often won't sell itself—and certainly not at an optimum price



At Bio-Link, we believe that the best way to realise maximum value from biotechnology is to engage early and often with actual biotech buyers all over the world to find out who may be interested and what will motivate them to do a deal. We call this 'commercial outreach'. The commercial intelligence acquired through this process is typically invaluable, and prospective partner engagement invariably identifies at least a few well-qualified companies as potential licensing partners. Engagement with multiple prospects fosters crucial competitive tension to optimise licensing terms, and may also be leveraged to attract and negotiate more favourable deal terms from investors. The technology and intellectual property come first, but without experienced and effective business development, even good biotechnology often won't sell itself—and certainly not at an optimum price.

We specialise in the commercialisation of biotechnology, though our niche expands into a range of complementary activities. When it comes to evaluating science, exploring patent landscapes, analysing competitors, modelling cash flows, strategic planning, engaging with prospective partners, pitching to investors, or structuring and negotiating deals—we cover it all, '...from hello to cash flow™'. Please contact us today to explore how Bio-Link can build value for your organisation. 🌱



Professional business development for commercialisation of innovative biotechnologies – drugs, diagnostics and medical devices

Bio-Link is a life sciences business development consultancy offering a team of experienced professionals based in Melbourne and Sydney, and an extensive global network of industry contacts. Bio-Link has a strong track record of facilitating commercial deals for our biotech, medical device and academic clients worldwide. We specialise in the following range of high quality services:

Proactive Business Development

- Positioning technologies
- Engaging potential partners
- Structuring & negotiating deals

Strategic Review

- Gap analysis
- Data packaging
- IP and competitive landscapes

Executive Management

- Fundraising
- Corporate strategy
- Project management

Access to Australasia

- Technology scouting
- Local representation
- Facilitation of commercial partnerships

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