

RIs and SMEs interactions

Role of ICOs and ILOs (Business Developer)

Ali AÏT-IKHLEF - Bus Dev Manager

14 October 2021

eatris

European infrastructure
for translational medicine

The logo features a stylized orange starburst or compass rose symbol above the text.
NEUR/ATRIS
*Innovation for
Translational Neuroscience*

My Background

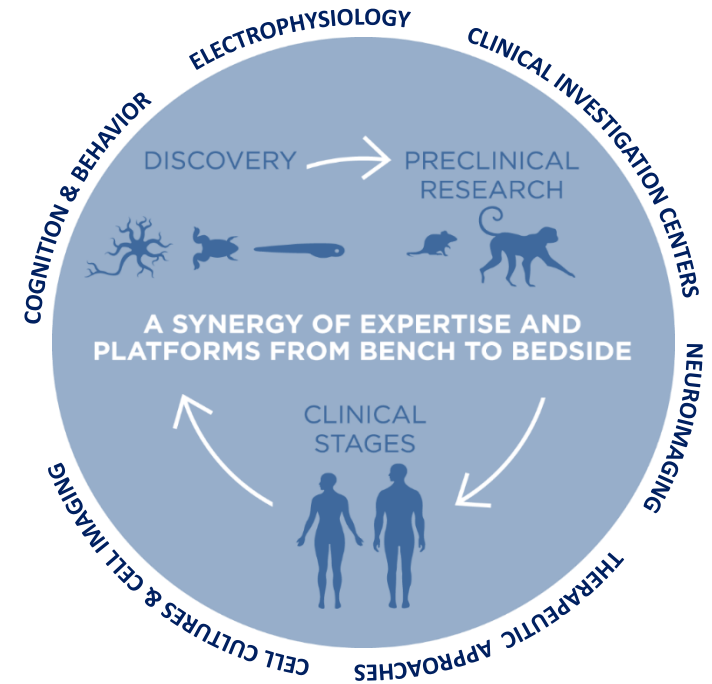
❑ 20 years of experience in biotech industry

- ❖ PhD in Neurosciences / Master in Corporate Management / Quality Management auditor and consultant degree
- ❖ 5 years as R&D manager in Biotech companies (science project and team management - Neuroscience)
- ❖ 3 years as consultant (support for small company creation – small animal imaging & protein engineering)
- ❖ 7 years with executive positions (director of R&D and quality departments, founder – Ab, protein biochips / multiplexing)
- ❖ 6 years with business developer missions (drug discovery & cosmetics)

At NeurATRIS

❑ 5 years as partnership and business development Manager at NeurATRIS

- ❖ NeurATRIS: French RI dedicated to translational research for neurodegenerative diseases
- ❖ Synergistic academic and clinical research centers
- ❖ 3 main activities offered:
 - ✓ Services
 - ✓ Partnerships
 - ✓ Training



❑ Missions as partnership and business development Manager

- ❖ Increasing NeurATRIS visibility worldwide
- ❖ Prospection and qualification of industrial and academic organizations
- ❖ Contract negotiations and signatures

Stages – Best practices

□ Getting prepared

- ❖ Setting up tools and “commercial” plan

□ Doing

- ❖ Meeting company representatives & valorizing know-how and expertise & Contracting

□ Following up

- ❖ Recontacting representatives & following ongoing projects

Getting prepared

□ The most important step

- ❖ Knowing its perimeters, expertise, platforms, people, etc.
 - ✓ Distributed RI with several platforms: difficulty in making sure that all activities are represented
 - ✓ Meet your colleagues to find out what they are willing to do or not to do
 - ✓ Involving people but also administrative services

- ❖ Setting tools
 - ✓ Excel file for follow up (company name, description, contact and function, when, about what, follow up, color code, sum up once a year)
 - ✓ Presentation of your activities (brief, long, by thematic, etc.) - to be able to have a homogeneous and “honest” introduction
 - ✓ An access to business intelligence data (for prospection and market study) (Global Data, Pharma Intelligence, Biotech Gate, ...)
 - ✓ Websites, google, ...
 - ✓ Network to be activated

- ❖ Setting up a “commercial” plan
 - ✓ A one-year plan
 - ✓ Mainly business conventions but some scientific conferences
 - ✓ A NeurATRS annual meeting

Doing

□ Contacting companies

❖ Meeting representatives:

- ✓ Business conventions: business speed dating of 30 min to see if it could match
 - Select which conventions to go (4-5 a year: France Europe Japan)
1 month before
 - Add your profile on the web platform
 - Select companies to contact (from the registration to the event)
 - A general or specific introduction

During the convention

- Be direct but brief
 - Adapt your speech: be able to share with various types of profiles (scientist, department head, business manager, CEO, ...)
 - Valorizing know-how and expertise
- ✓ An annual NeurATRIS event “[Translational Neuroscience day](#)”
 - Plenary sessions on NeurATRIS assets but also open to Neuroscience communities
 - Round table with actors from academic and industry worlds
 - B2B
 - ✓ Dedicated scientific conferences: an opportunity to sponsor and meet companies

Doing

☐ Dealing contracts

- ❖ Discussion about the potential project
 - ✓ On site or phone meetings with your specialist colleagues
 - ✓ Be careful not to give all the information

- ❖ Design & Study quotes
 - ✓ Design Quote covers the manpower on the design of the protocol
 - ✓ Study quote includes the experimental design and the execution of the study

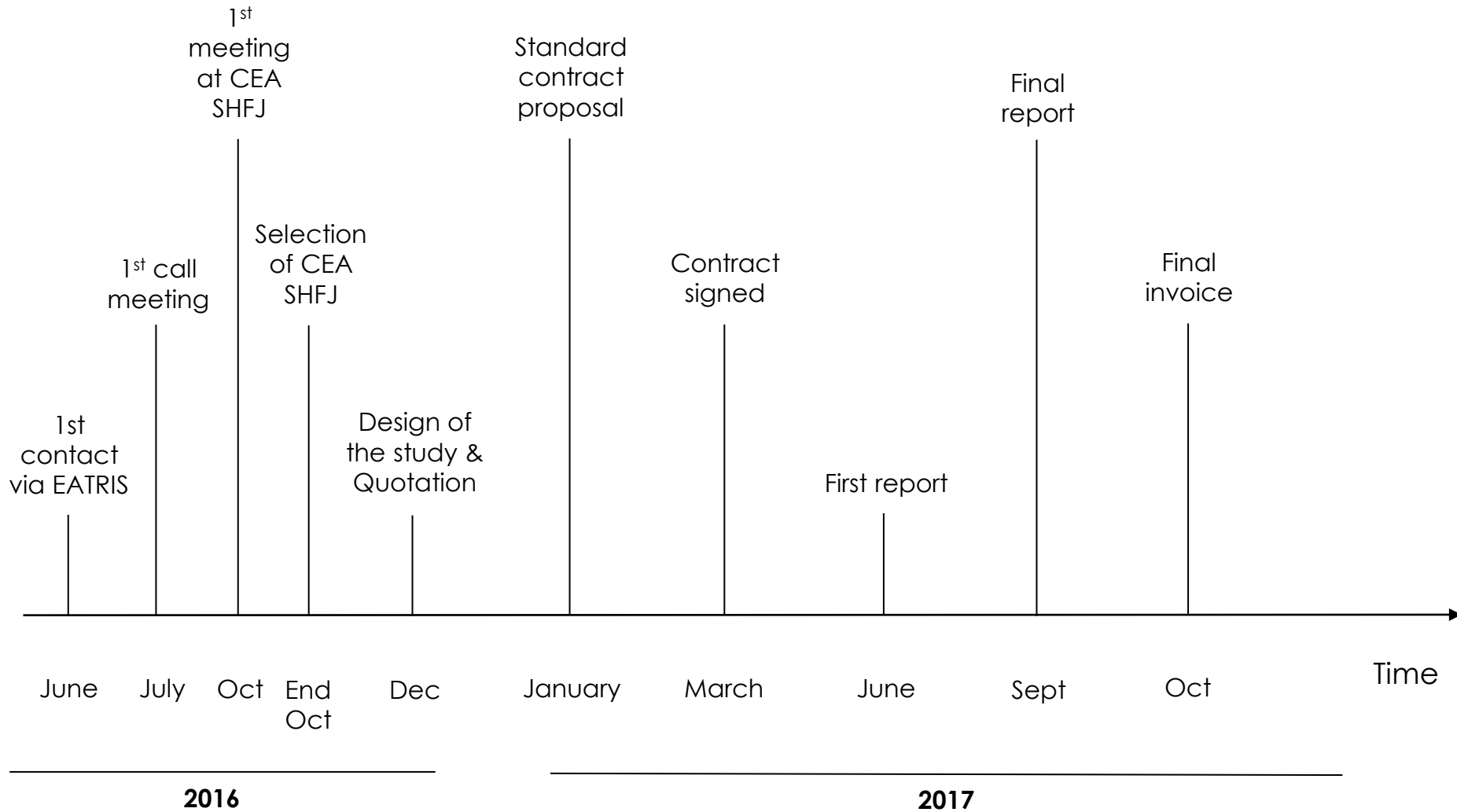
- ❖ Middleman
 - ✓ The main contact for the company
 - ✓ Link with scientific, legal, financial departments

Following up

□ Staying connected

- ❖ Recontacting representatives after conventions
 - ✓ Check with your colleagues the interest and feasibility
 - ✓ Share a dedicated presentation
- ❖ Following ongoing projects in all aspects
 - ✓ Get informed about the scientific project progression
 - ✓ Reminding (boosting) colleagues (science, legal, finance)
 - ✓ Inform the company

Success story



Failures

❑ Different causes of failures

- ❖ Companies are only looking for information (waste of time and loss of trust from NeurATRIS scientists)
- ❖ Design study not followed with the study conduction
- ❖ Quote too high according to the client
- ❖ Too much time lost at NeurATRIS
- ❖ A refusal from a client just before the signature (re-orientation of their objectives...)

The real life

❑ Few success stories compared to many failures

- ❖ Whatever plan you have in place, you are facing with different and unforeseen situations
- ❖ ... but good return of experience

❑ A day-to-day learning

- ❖ Companies contact NeurATRIS directly through our website
- ❖ Some companies are advised by our previous contacts to get in touch with us