



BioNetwork East

March 15-17, 2010

Eden Roc Resort and Spa
Miami Beach, FL
www.BioNetworkEast.com

Source Funding. Forge partnerships.
Manage relationships.



In addition to the extensive networking opportunities available at BioNetwork East, join our executive level speakers and delegates from the pharmaceutical market to:

- Gain insights from our stellar speaker faculty- **over 25 brand new senior-level speakers** sharing their insights on the pharmaceutical industry
- Join our **1st Annual Perfect Pitch: Biotech Investment Challenge**- hear pitches from 6 innovative biotech companies along with insightful feedback from our panel of expert judges
- Hear Case Studies highlighting notable deals over the past year including the **Merck-Schering Plough Mega-Merger and the Purdue-Transcept Co-Promotion Agreement**
- Understand innovative funding options available in 2010 **from the investment community** active in the pharmaceutical space

Extensive Networking Made Easy- 10+ hours built into the agenda! With 1:1 meetings, Onsite Facebook and an Onsite Message Board, you will meet the executives of interest to you!

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WBR
WORLDWIDE BUSINESS RESEARCH

Organized by:

Top Speakers:

Discounted pricing available on page 11!



Jules Musing
VP
Johnson & Johnson

NEW!



Bill Bertrand
SVP and General Counsel
MedImmune

NEW!



David H. Donabedian
VP, Strategic Alliances
US CEEDD, GlaxoSmithKline



Robert Bagdorf, M.D., M.B.A.
VP, Worldwide Business Development
Pfizer



NEW!



Graham Brazier
VP, Therapeutic and Commercial Transactions
Bristol-Myers Squibb



Mark A. Miller
VP of Corporate Business Development
Eli Lilly



Reid Leonard
VP External Licensing and Business Development
Merck



Mark Benedyk
Head
The Pfizer Incubator



NEW!



Adelene Perkins
President and CBO
Infinity Pharmaceuticals



NEW!



Steve Damon
SVP
Altea Therapeutics



Durga Bobba
Head of Alliance Management, Vaccines and Infectious Diseases
Merck



NEW!



Juergen Lasowski
SVP Business Development
Onyx Therapeutics



Jamsheed Banaji
Executive Director, International Business Development
Pfizer



NEW!



Laura Pierce
Vice President, Alliance Management
Bayer HealthCare



REGISTER TODAY!

Call: 1-888-482-6012 or 646-200-7530
Email: BioNetworkEast@wbresearch.com

Fax: 1-646-200-7535

Web: www.BioNetworkEast.com

BioNetwork East '10

March 15-17, 2010

Eden Roc Resort and Spa
Miami Beach, FL
www.BioNetworkEast.com

New and Improved Networking Opportunities

Our intimate conference setting helps us ensure that you meet the people you came to see.

Onsite Facebook

We know you are tired of sifting through a sea of name tags to find the person you want to meet. Upon check-in, the BioNetwork team will be taking photos of all speakers and attendees. The names and photos of all speakers and attendees will then be posted at the photo station near the registration counter so that you can scroll through the images by last name and easily spot the person you wish to network with.

Onsite Message Board

Placed in a central location by the registration area, the onsite message board allows you to *leave notes for speakers or attendees that you are looking to connect with* while at BioNetwork East.

Schedule Meetings Before You Arrive!

These pre-arranged rooms are available to be booked for 30 minute time blocks. When you register for BioNetwork East 2010, you will receive a password allowing you to schedule One-To-One Private Partnering Rooms online. Upon receiving an accepted invitation from a potential partner, you will be able to schedule your meeting. The partnering website will go live February 1, 2010. For questions please contact Sarah Cascone at Sarah.Cascone@wbresearch.com or 646-200-7497.

Improved One-To-One Private Partnering Room Technology!

- Internal messaging capability
- Scheduling blocking function
- Conference agenda accessible through partnering software

Secure Your Own Private Room For The Whole Day

You have the opportunity to reserve our **One-To-One Private Partnering Rooms** for one full day at BioNetwork East where you can privately meet with your partners to discuss the specifics of your companies, your goals, and your compounds. Interested in sponsoring a private meeting room? **Contact Ariel Borkowsky at aborkowsky@wbresearch.com or call 646-200-7476.**

The BioNetwork East Advisory Board:

Our program advisory board is a unit of industry experts that assist and advise the BioNetwork management team in developing and executing BioNetwork East to ensure our attendees receive up-to-the minute industry information. Our 2010 board of executives includes:

Michael Leonetti
Head, Health Care Partnerships
Boehringer Ingelheim



Tim Herpin
Head of US Search
Bristol-Myers Squibb



Jason Levin
Chief Business Officer
BrainCells



Christian M. Pangratz
Senior Director, Corporate Business Development
Nektar Therapeutics



Frank Stokes
Managing Director
R.W. Baird



Who You Will Meet:

BioNetwork 2010 is not only an excellent opportunity to learn from business development, licensing and alliance management experts in the industry, but also a great networking opportunity to build relationships with your potential future partners.

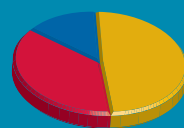
BioNetwork East attracts industry leaders from:

- Big and Specialty Pharmaceutical Companies
- Established and Emerging Biotech Companies
- Institutional Financial Investing Firms
- Private Investors Including Venture Capital and Private Equity

Seniority of Attendees:

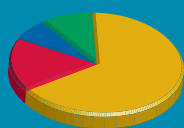
Presidents/CEOs/Global Heads/Executive Vice Presidents/Vice Presidents/ Executive Directors of:

- Global and US Business Development
- Alliance Management
- Healthcare Partnerships
- Global and US Licensing
- Strategic Alliances
- Global and US Transactions
- Business and Commercial Development
- Search and Evaluations
- Drug Delivery Partnering
- Corporate Development and Strategy
- External Research and Technology



Industry:

- 49% Biotech
- 37% Pharma
- 14% Venture Capital



Seniority:

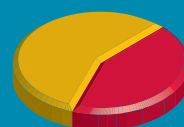
- 66% VP Level
- 17% C-Level
- 10% Manager
- 7% Other

New Investment Community Focus:

This year, we have expanded our focus to include more of the Investment Community than ever before. Join Managing Directors, Group Heads, and Partners from Investment Banks, Venture Capital and Private Equity Firms to discuss the financial outlook for 2010 and understand where these companies are investing in the pharmaceutical space.

Previous/New Attendee Mix:

BioNetwork East attracts a healthy mix of both new and familiar faces. This ensures you continue to make new connections, and maintain existing relationships.



New vs. Previous Attendees


- 43% Past Attendee
- 57% New To BioNetwork

Why Attend BioNetwork East?

There are a slew of partnering events for the pharmaceutical industry- so why choose BioNetwork East? Because we listen. Based on extensive market research conducted with over 200 of your peers, we know what you are looking for in a partnering conference and we have delivered for 2010.

More Senior-level Speakers:


Learn from and network with industry leaders and key decision makers from all areas of the pharmaceutical industry- Pharma, Biotech, and the Investment Community- including:

 Robert Bagdorf, M.D., M.B.A.
Vice President,
Worldwide Business
Development
Pfizer Inc



 David H. Donabedian, PhD, MBA
Vice President, Strategic
Alliances, US CEEDD
GlaxoSmithKline



 Bill Bertrand
Senior Vice President, Legal Affairs,
General Counsel and Corporate
Compliance Officer
MedImmune

 Michael Lytton
EVP Business Development
Biogen Idec Inc



David Low
Managing Director
Lazard



More Case Studies:

Understand the motivations behind and the complexities around the most exciting deals in 2009 and hear from the deal-makers themselves including:

- Merck- Schering Plough Mega-merger
- J&J- Elan Stock Buy-out
- Transcept-Purdue Co-promotional Agreement

Innovative Educational Sessions:

Delve into the crux of the major issues affecting your industry and more importantly your day-to-day operations:

- Get to grips with the financial outlook for 2010 and where the industry is headed in the next 5 years
- Realize the implications around the changing state of the Pharma space and how this will affect deal making
- Hear from the USPTO on patent legislation as it relates to drug approval
- Understand the deal making options in the Pharming Markets

And
for the
first time
ever!

The Perfect Pitch: Biotech Investment Challenge

In this innovative session, 6 Biotechs all focused on different therapeutic areas, will be given the opportunity to present their "perfect pitch" to our audience of potential partners and investors as well as to our panel of experts.

Each Biotech will give a **20 minute company presentation highlighting their current projects**. Then our panellists, consisting of big Pharma, VCs and Investment Banks will give their feedback on the strengths of the pitches just heard- highlighting the portions of the presentations that piqued their interest. This will not only give the presenting companies the **platform to attract new partners**, but will also give the presenting companies, and audience alike, **insight into what sparks the interest of potential partners and investors**. This session is a must attend for Pharma, Biotechs, and the investment community.

The panelists will then have a chance to confer and choose "the perfect pitch" which will be presented at the awards ceremony cocktail reception immediately following the afternoon's presentations.



Are you on Linked In? Facebook? Twitter? BioNetwork is!

Join the BioNetwork Linked In group, Facebook, Twitter and network with your peers all year round. These social networking groups are exclusive to industry leaders supporting and following the BioNetwork program.

Linked in

twitter

twitter.com/bionetwork

facebook

Intimate Conference Setting

Now, what's the point of having the who's who of the pharmaceutical industry at the conference if you can't meet them? At BioNetwork- YOU WILL MEET all of the speakers and attendees- your potential partners- at the event.

We've built it, now YOU just have to come.

See What Other People Have Said About BioNetwork!

"The smaller, intimate setting of BioNetwork East combined with the presence of key decision makers from pharma and biotech makes it one of the best conferences of the year to have meaningful conversations and to make great contacts."

Rekha Hemrajani, Senior Director of Corporate Business Development, Exelixis

"Everyone I met with agreed that BioNetwork East was perfectly sized to network and meet with decision makers from the pharmaceutical and biotech companies in attendance."
Ira Weiss, Vice President of Finance and Operations, BioDtech, Inc.

Main Conference Day One

Monday, March 15, 2010



Responding To The Changing Environment And External Forces Affecting The Pharmaceutical Industry

7:45 Networking Breakfast and Conference Registration

8:30 Chairperson's Opening Remarks



Jeffrey Totten
Vice President
Dean & Company



8:45 Keynote Panel: Taking The Financial Pulse Of The Pharma Market: Getting A Read On Where We Are And Where We're Headed



Juergen Lasowski
SVP Business Development
Onyx Therapeutics



George Bickerstaff
Managing Director
CRT Investments

David Low
Managing Director
Lazard



Gayle Mills
EVP Business Operations
ROXRO Pharma

Gregg Davis
Director, Worldwide Business Development
GlaxoSmithKline



The ebb and flow of the financial markets has an immense impact on all industries and the pharmaceutical space is not immune. Understanding the investment landscape is essential to facilitating meaningful partnerships and ensuring that your company's goals are aligned with the broader industry focus.

- Securing financing in a dried up market- exploring innovative financing models available
- Analyzing emerging trends in the current market/economy
 - Which therapeutic areas is the market moving towards?
 - Which deal structures are being employed?
- How will the reimbursement environment affect VC investments and new company creation?
- Predicting timelines for when the IPO window will be open to all companies
- Combating the risk-averse public and private investment communities

9:45 Keynote Panel: Adapting To The Changing State Of The Industry And Understanding The Impact On Deal-Making



Robert Bagdorf
VP, Worldwide Business Development
Pfizer



Bill Bertrand
SVP, Legal Affairs, General Counsel and Corporate Compliance Officer
Medimmune



Michael Lytton
EVP Business Development
Biogen Idec



Jules Musing
VP
Johnson & Johnson



Adelene Perkins
President and Chief Business Officer
Infinity Pharmaceuticals



We have already seen substantial changes in the Pharma/biotech space in the

wake of the economic collapse. From evolving business models to industry consolidation, the environment has transformed rapidly. Yet, the affects of these changes on the industry remain to be seen. Representatives from all perspectives of the market will offer insight on the following:

- Evaluating the industry consolidation- will big Pharma control commercialization with R&D left to Biotech?
- Determining the effect of the mega-mergers
 - How will the increased bureaucracy and loss of talent due to redundancies affect innovation?
 - Which organizational models best support:
 - Productivity
 - Innovation
 - Efficiency
- Analyzing the different business models emerging
 - Virtual Biotech
 - Is this the wave of the future for the Biotech space?
 - Integrated Pharmaceutical Networks
 - How will these more nimble organizations
 - Lower operational costs?
 - Increase R&D flexibility?

10:45 Refreshment Break & Networking Opportunity

11:30 Navigating The Deal-Making Landscape



Steve Damon
SVP
Altea Therapeutics



Jim Hattersley
VP Business Development
Sun Pharmaceuticals



Tim Herpin
Head of US Search
Bristol-Myers Squibb



John Herbert
Corporate Development
Genzyme



Paul Darling
Principal
ZS Associates



Building on the discussions from discussions from the previous sessions, which focused on the macro-environment and the major external factors affecting the Pharma space, this session will analyze how these impact deal-making and directly affect your day-to-day operations.

- Pinpointing the deal-making trends being employed in the current market and analyzing why they are successful
 - Option deals
 - Royalty monetization
 - Mature drug deals
- Identifying the partnering atmosphere
 - Who is partnering with whom?
 - Mapping out the players that are the most active in the space
- Determining how the core partnering function has evolved given the current environment

12:30 Partnering In The New Economy- Developing An Effective Alliance Management Function Within Your Company



Mike Leonetti
Head, Health Care Partnerships
Boehringer Ingelheim





Alison Shurell
VP Product Marketing
IntraLinks



Karen Denton
Director, Alliance Management
Bayer HealthCare Pharmaceuticals



Partnering is clearly an integral part of your business and maintaining relationships to work efficiently and effectively over time is paramount. But what challenges will a changed economy pose to your partnering strategy? How do you ensure open communication, transparency and alignment throughout the partnership? This session will examine the value of the alliance management function in today's environment as well as determine future partnering trends.

- Quantifying the value of the alliance management function in the new economy
- Citing specific examples of the benefits realized through effectively managing your relationships
- Measuring the success of an alliance- outlining the metrics to gauge effectiveness
- Collaborating across and within networks
- Leveraging tools to improve alliance management and team collaboration
- Analyzing the role of CROs/CSOs in future partnering models

1:10 **Lunch For All Conference Attendees**

2:25 **Case Study Part 1: Merck/Schering-Plough Merger**

Senior-level executives from Merck and Schering Plough, for updates please visit www.bionetworkeast.com



Over the past 18 months, there have been three notable mega-mergers in the pharmaceutical space, but it remains to be seen how these mergers will thrive and affect the industry. This case study will analyze the Merck/Schering-Plough merger in two parts. Part 1 of our 2 part series will delve into the motivations and rationale behind the strategic choice to combine these two Pharma giants and discuss the following themes:

- Overview of the strategic considerations that led to the deal
- Analyzing the ins and outs of the negotiation process
- Determining the internal take-aways and lessons learned from both parties
- A look at the status of the relationship today

In order to fully assess the impact of the merger, Part 2 of our case study will take place at BioNetwork West 2010. This will allow us to look at hard data in terms of impact vs. expectations of the merger.

3:10 **Refreshment Break & Networking Opportunity**

3:55 **Case Study: J&J's Acquisition Of Elan's Alzheimer's Immunotherapy Program (AIP)**

Patrick Verheyen
VP Business Development
Johnson & Johnson

*For updates, please visit www.bionetworkeast.com.

This case study will discuss the unique deal structure between pharmaceutical giant J&J and Irish drug-maker Elan. The session will delve into the strategic motivations behind J&J's \$885 million stock buyout and innovative asset purchase agreement around Elan's most advanced Alzheimer's disease programs.

4:40 **Bracing For The Generic's Market Entry- Biosimilars And The Pending Patent Cliffs**



Jennifer Tegfeldt
Director Business Initiatives & Strategies
Genzyme



Everyone invested or involved in the Pharma space is keenly aware of the approaching patent cliff and the imminent entry of generics into the branded space. This issue is compounded by the pending legislation for the biosimilar market entrance. With Big Pharma's pipelines already low and the mounting costs of biologics, all eyes are on the generics space. This panel of experts will evaluate the following points:

- Analyzing the exclusivity period for biologics and the impact on the market
 - Will biosimilars have the same impact as generics on the branded space?
 - Is the US likely to adopt the European model for biosimilars?
- Off-setting the entrance of the generic market to protect ROI
 - What other revenue streams are being explored?
 - How is Pharma refilling its pipeline?
 - Which therapeutic areas are the focus?
 - What projects are being invested in?

5:20 **Cocktail Reception**

Join all speakers and attendees for an intimate cocktail reception overlooking the beautiful South Beach. Everyone knows the best conversations are had with a cocktail in hand.



Main Conference Day Two

Tuesday, March 16, 2010



Capitalizing On Lessons Learned And Utilizing Trends In The Market To Facilitate Meaningful Partnerships

8:00 **Networking Breakfast And Conference Registration**

8:45 **Chairperson's Opening Remarks**

9:00 **Update From The U.S. Patent And Trademark Office**



Mary Till
Legal Advisor, Office of Patent Legal Administration
USPTO

John LeGuyader
Director, TC 1600
USPTO

In this session, two representatives from the USPTO will evaluate the new PTO director and predict the influence on the market. Will collaborations and valuation of IP change? What is the overall impact on drug development and deal making?

9:45 **Analyzing The IP Environment- Pinpointing The Areas That Will Affect Your Business**



Len S. Smith
Principal Intellectual Property Counsel
Medicis Pharmaceutical Corporation



Kerry Flynn
VP, Intellectual Property
Shire Pharmaceuticals





Anne Dollard
Executive General Counsel
Takeda



Understanding how IP impacts deal-making is crucial to forming profitable partnerships. Therefore it is essential to remain abreast of the changes in this space as it will affect the way you operate. Hear from legal experts on:

- Aligning the interests of both BD & IP professionals to ensure a successful partnerships
- Deal terms and diligence in the face of changes in Patent Law
 - What to look for in diligence evaluations
 - Anticipated changes in diligence practice in view of legislative changes
 - Impact on key deal terms and license terminology

10:25 **Refreshment Break & Networking Opportunity**

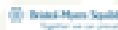
11:10 **Biotech Valuation: A Look At How Companies Measure Up**



Christian M. Pangratz
Senior Director, Corporate Business Development
Nektar Therapeutics



Graham Brazier
VP, Therapeutic and Commercial Transactions
Bristol-Myers Squibb



Frank Stokes
Managing Director
R.W. Baird



Mark Benedyk
Head
The Pfizer Incubator LLC



Having a clear grasp on how companies are valued is vital to decision-making for both Pharma and Biotech companies. It is imperative to have a handle on, not only how a company is valued, but also the external factors that play a significant role in the calculation. This panel of financial professions will examine the following:

- Quantifying market based economic value for company assets including:
 - R&D
 - Licenses
 - Patents
 - Management Teams
- Painting the picture- Understanding what is involved in the valuation process
- Comparative Analysis- Assessing current vs. historic company valuations

12:00 **Shoring Up Funding In A Weak Economy- Innovative Financing Models**



Durga Bobba
Head of Alliance Management, Vaccines and Infectious Diseases
Merck



Jason Levin
Chief Business Officer
BrainCells



Howard Endelman
Partner

Baseline Partners

With the IPO window essentially non-existent and traditional forms of funding dried up, the market has had to employ creative methods of financing. This session will look at the innovative financing models currently being used in the pharmaceutical industry.

- Exploiting corporate alliances, grants and government contracts as a means to fund development
- Monetizing assets in your portfolio to raise capital-
 - Implementing a monetization deal to extract the most value for your assets
 - Assessing international licensing options
- Utilizing partnering as a means to gain capital- a look at recent, successful collaborations

12:50 **Case Study: Partnering With Not-So-Big-Pharma**



Susan Kopy
VP Business Development
Transcept Pharmaceuticals



Senior-level executive from
Purdue Pharmaceuticals

*For updates please visit www.bionetworkeast.com.

This case study will discuss the co-promotion deal between Transcept Pharmaceuticals and Purdue from each side's perspective focusing on the strategic fit between these two companies. Why was Purdue the "right size" to deal? What was the internal process? Have things worked out the way each side thought they would? What "lessons learned" were captured?

1:35 **Lunch For All Conference Attendees**

2:50 **The Perfect Pitch: Biotech Investment Challenge**

Panel of Experts



David H. Donabedian
VP, Strategic Alliances, US CEEDD
GlaxoSmithKline



Robert Bagdorf
VP Worldwide Business Development
Pfizer



Mark Benedyk
Head
The Pfizer Incubator LLC



Frank Stokes
Managing Director
R.W. Baird



In this groundbreaking session, six Biotechs all focused on different therapeutic areas, will be given the opportunity to present their "perfect pitch" to our audience of potential partners and investors as well as to our panel of experts.

Here's how it works:

Each Biotech will give a 20-minute company presentation. Then our panelists, consisting of Big Pharma, VCs and Investment Banks will give their feedback on the strengths of the pitches just heard- highlighting the portions of the presentations that piqued their interest. This will give the presenting companies, as well as the audience, insight into what sparks the interest of potential partners and investors. This session is a must attend for Pharma, Biotechs, and the investment community.

The panelists will then have a chance to confer and choose "the perfect pitch" which will be presented at the awards ceremony cocktail reception immediately following the afternoon's presentations. **Contact Mimi Fox at 416-597-4808 or email mimi.fox@wbresearch.com for presentation opportunities.**

2:50 **Biotech #1 presentation (Oncology)**

3:10 **Biotech #2 presentation (CNS & Psychiatry)**

3:30 **Biotech #3 presentation (Cardiovascular)**

3:50 **Biotech #4 presentation (Diabetes/Metabolic)**

4:10 **Biotech #5 presentation (Infectious Disease)**

4:30 **Biotech #6 presentation (Auto-Immune (HIV))**

4:50 **Feedback From Our Panel Of Experts**

5:30 **Awards Ceremony And Cocktail Reception For All Attendees**

The first annual "Perfect Pitch" Awards Ceremony and Cocktail Reception will be held directly following this afternoon's Biotech Investment Challenge. The award, presented by our panel of expert judges, will be given to the best company pitch heard in the afternoon's session. Join all conference attendees to hear who our panel of experts has chosen as the "Perfect Pitch" for 2010.



Main Conference Day Three

Wednesday, March 17, 2010



8:00 **Networking Breakfast And Conference Registration**

8:45 **Chairperson's Opening Remarks**

9:00 **Standing Out From The Pack And Getting Big Pharma To Take Notice**



Reid Leonard
VP External Licensing and Business Development
MERCK



Laura Pierce
VP, Alliance Management
Bayer HealthCare Pharmaceutical



David H. Donabedian, PhD, MBA
VP, Strategic Alliances, US CEEDD
GlaxoSmithKline



Mark A. Miller
VP of Corporate Business Development
Eli Lilly

Big Pharma is always a power player in the pharmaceutical industry. But given the current lack of funding available to biotechs, this statement has never been truer. Therefore, it behooves all companies to take note of the moves Big Pharma is making along with understanding the motivations behind these strategic choices. Get the insider's view on what Big Pharma is looking for in terms of partnerships and how you can stand out from the competition.

- How has the shift in business model from research driven to commercially-focused impacted deal making decisions and portfolio prioritization?
- Balancing the demand for funding between internal and external programs
- Aligning partnering decisions with the overall organizational strategy in terms of
 - Therapeutic focus
 - Deal structures employed
 - Stage of investment
- Outlining the metrics used for evaluating a potential partner
- Identifying the attributes that put a company ahead of the competition

10:00 **Case Study: Astellas And Zogenix Co-Promotion Of Sumavel Dosepro**

JD Haldemen
CCO
Zogenix

Senior-level speaker from **Astellas**

*For updates please visit www.bionetworkeast.com.

This case study will discuss the co-promotion agreement of newly FDA approved Sumavel DosePro. From the strategic considerations behind the partnership, to the developing evaluations and steps that led to the negotiations, to the due diligence experience, the deal signing and closing, and the status of the relationship today- this session will cover all aspects of the deal-making process.

10:40 **Refreshment Break & Networking Opportunity**

11:25 **Leveraging The Opportunities In The "Pharmerging Markets" To Stimulate Growth And Increase Profits**



Jamsheed Banaji
Executive Director, International Business Development
Pfizer

Mark Dennish
VP, Business Development
Daiichi Sankyo

Carlos Garrido
Finance Director, Head of Strategic Planning and Business Development
South America
AstraZeneca

The "Pharmerging Markets" consist of Brazil, China, India, Russia, Turkey, Mexico and South Korea. Recent estimations predict that these markets will make up 51% of the Pharma industry's 2009 global growth and be worth \$155- \$185 billion by 2013. No longer just available to Pharma giants, all areas of the market are evaluating methods to capitalize on the growing middle class in these tier 1 emerging markets.

- Dissecting the impact of the pharmerging markets on the traditional pharmaceutical powerhouses- US, Canada, Western Europe and Japan
- Identifying the unique opportunities and challenges that these markets pose
- Entering the markets- weighing the cost/benefit of such a venture and aligning the project with overall company strategy
- Navigating the different business models in place in emerging markets
- Mitigating your risk- exploring joint ventures to jumpstart your learning curve

12:05 **Case Study: Takeda and Amylin Pharmaceuticals Worldwide Agreement To Co-Develop And Commercialize Compounds For Obesity**



Brent Bankosky
Director, Business Development
Takeda Pharmaceuticals North America



Kelly Powell
Director, Business Development
Amylin Pharmaceuticals

This case study will analyze the broad, worldwide partnership between Amylin Pharmaceuticals and Takeda to co-develop and commercialize pharmaceutical products for the treatment of obesity and related indications. This unique deal structure is particularly complicated because the agreement is around multiple assets at different stages of clinical development. Hear from representatives from Takeda and Amylin on the intricacies of this deal along with lessons learned from both companies

12:45 **Virtual Biotech Case Study: Ade Therapeutics Realizing Cost Savings And Increased Efficiencies Associated With A Virtual Biotech**

Sanj Singh
CEO
Ade Therapeutics

Ade Therapeutics is a clinical development company focusing on inflammation and acute care medicine and they are a privately financed company. With retaining core expertise in house and keeping an incredibly low burn rate, Ade Therapeutics is able to remain a lucrative company through smart relationships and intelligent outsourcing decisions. Hear first hand why the "Virtual Biotech" may be the right move for your company.

- What is a "Virtual Biotech"?
- Creating a competitive advantage in terms of R&D
- Utilizing the Strategic Outsourcing Model to:
 - Challenge the status quo
 - Leverage relationships, networks and facilities to increase efficiency
 - Effectively managing your outsourcing relationships

1:25 **Lunch And End Of BioNetwork 2010**



About Our Sponsors



DEAN & COMPANY STRATEGY CONSULTANTS

Dean & Company

Dean & Company is a strategy consulting firm with a unique mix of both traditional business strategy work and a range of investing activities for large corporations, technology start-ups, and equity funds. We work with senior executives to dramatically improve and sustain their company's performance. Dean & Company has an established, highly successful track record in generating actionable and quantifiable results for our clients in the Life Sciences. These include a number of the largest global companies as well as emerging leaders in the Pharmaceuticals, Biotechnology, and Medical Devices & Technology industries. We additionally have developed specialized expertise in the Vaccines industry. The hallmark of our work in life sciences, as in other industries, is our ability to deliver highly quantitative, analytic-driven solutions to complex business problems and the development of practical, action-oriented recommendations and their associated measurable impact on the bottom-line. Our life sciences capabilities extend across the following industry challenges and issues: Licensing/Strategic Alliances/M&A Due Diligence, Portfolio/Life Cycle Management, Product Commercialization & Launch, Manufacturing & Distribution Strategy, Competitive Intelligence/Benchmarking, Marketing Strategy, Pricing & Reimbursement, R&D Productivity. www.dean.com



Eli Lilly

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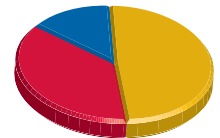
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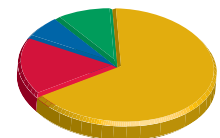
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Industry:

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- 37% Pharma
- 14% Venture Capital



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- 17% C-Level
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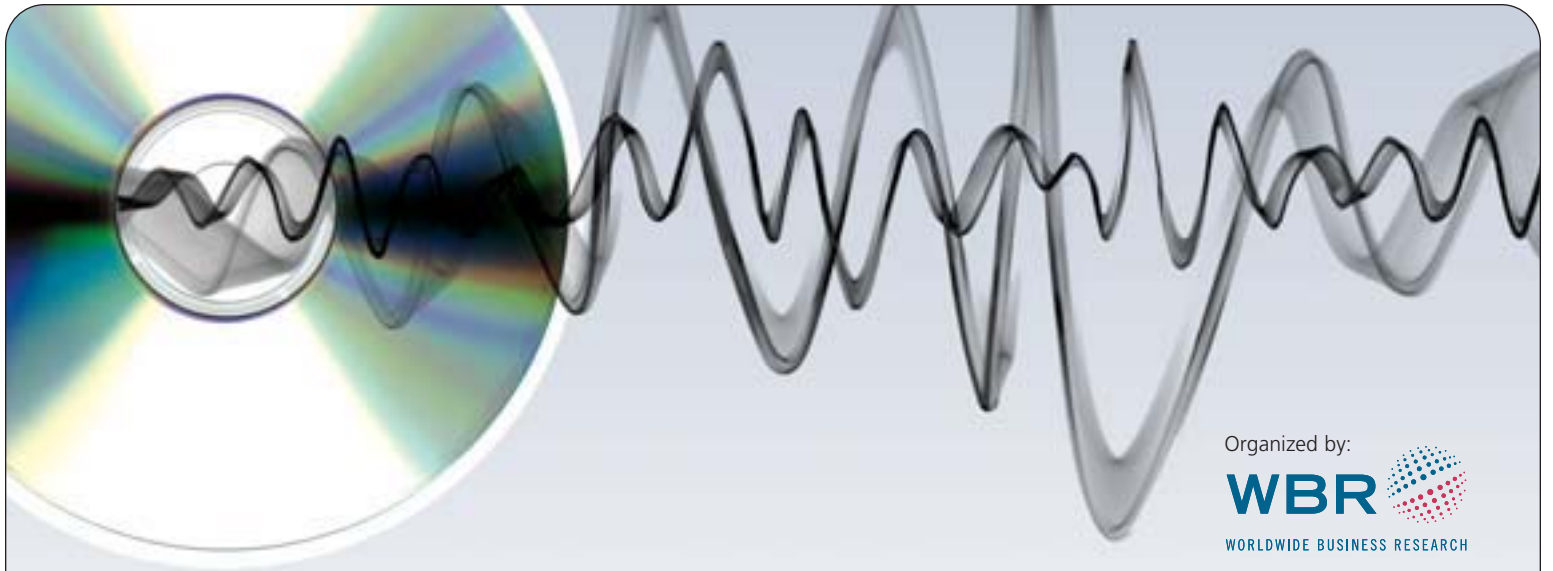
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