

Corporate Venturing in the Life Sciences

Optimizing Venture Strategies to Accelerate Innovation

November 13-14, 2013
Hyatt Regency Cambridge | Cambridge, MA

Day One Chairperson

Paul E. Young, Ph.D., US Head, External Innovation,
Global Research and Early Development
EMD Serono, Inc.

Day Two Chairperson

Balazs Felcsuti, Senior Director, Business Development
Ironwood Pharmaceuticals

Attending This Premier **marcus evans** Conference Will Enable You to:

- **Implement** innovative venturing models to build enhanced partnerships with diverse organizations
- **Build** the pipeline of the future through corporate venturing by incubating and seeding companies
- **Reassess** the organizational culture to better engage corporate venturing prospects
- **Create** a corporate venturing strategy to improve the R&D pipeline
- **Formulate** a vetting process for external technology and partnerships that will identify probable successes
- **Deploy** a corporate venturing strategy that incorporates smart-risk modeling
- **Engage** senior management in venturing strategy to build a culture that supports strategic front-end investment
- **Deploy** an externalization of innovation mindset throughout the corporate venturing practice

Who Should Attend:

marcus evans invites senior level executives from the life sciences industry with responsibilities or involvement in the following areas:

- Corporate Venturing
- Licensing
- Commercialization
- Innovation
- Technology Transfer
- Strategic Partnerships
- Strategic Alliances
- Open Innovation
- External Innovation
- Business Development
- Technology
- Research and Development
- Intellectual Property (IP)

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Global Corporate Venturing

**“MASTER GOVERNANCE
AND CULTURE CHALLENGES
TO MANAGE THE INHERENT RISK
OF VENTURE INVESTING.”**

Baking risk management into the venturing agreement.



Speakers Include:

Barbara Dalton
Vice President
Pfizer Venture Investments, Pfizer Inc.

Jens Eckstein, Ph.D.
President
S.R. One, Limited

Graeme Martin, Ph.D.
President and CEO
Takeda Ventures, Inc.

John Gustofson
Senior Director,
Ventures and Early Stage Collaborations
AbbVie Ventures

Balazs Felcsuti
Senior Director, Business Development
Ironwood Pharmaceuticals

Stephan Klaschka
Director, Global Innovation Management
Boehringer Ingelheim USA

Michael Zupon, Ph.D.
Vice President, Pharmaceutical Technology
and Development
MannKind Corporation

Jeffrey Moore, Ph.D.
Vice President
MP Healthcare Venture Management, Inc.

Rafael Torres
Healthcare Leader
GE Ventures

Sanjoy Ray
Director, Strategic Alliances
and Health Innovation
Merck

Sean C. Freeman
Head, Corporate Ventures and Partnerships,
Co-Head, Mergers and Acquisitions
Life Technologies

Paul E. Young, Ph.D.
US Head, External Innovation,
Global Research and Early Development
EMD Serono, Inc.

Geeta Vemuri
Head, Ventures
Baxter Ventures

Rekha Hemrajani
Former Vice President, Head, Licensing
and Mergers and Acquisitions
Onyx Pharmaceuticals

Ken Collier
Principal Counsel
Medtronic, Inc

8:00 Registration and Morning Coffee

8:45 Chairperson's Opening Remarks

IMPLEMENTING INNOVATIVE VENTURING MODELS TO BUILD ENHANCED PARTNERSHIPS

9:00

Building the Pipeline of the Future through Corporate Venturing: Incubating and Seeding Companies

- Redefining corporate mission from business development to pushing the envelope
- Setting a high innovation bar and accepting higher risk to achieve greater returns
- Reaching out to untapped innovation by utilizing business plan competitions, collaborations, and incubation
- Designing a framework for real open innovation, IP and corporate challenges

Jens Eckstein, Ph.D., President

S.R. One, Limited

9:45

Formulating a Vetting Process for External Technology and Partnerships that Will Identify Probable Successes

- Defining investment themes in a corporate venturing effort
- Searching for opportunities through a process that aligns found resources to the goals of the organization
- Forecasting emerging technology horizons to capitalize on new ecosystems
- Piloting a methodology to identify opportunities that develop innovative solutions

Rafael Torres, Senior Managing Director, Healthcare

GE Ventures

10:30 Networking Break

11:00

Reassessing the Organizational Culture to Better Engage Corporate Venturing Prospects

- Establishing communication channels to overcome siloed areas of the organizations within innovation, R&D, and intellectual property
- Using cross-enterprise communication tools to create internal advantages to improve employee engagement strategies throughout the organizational culture
- Creating a mapped out network within the company that enhances communication and builds a team environment clearly
- Understanding the developing shifts within the internal culture to accept increased levels of risk and losses
- Focusing on the 'big picture' ideas to eliminate departmentalized silos

Stephan Klaschka, Director, Global Innovation Management

Boehringer Ingelheim USA

11:45

Promoting an Innovative Portfolio with Selective Integration through Evolved Business Development Strategies

- Coordinating a corporate venturing strategy through technology transfer to identify potential partners for corporate venturing and greater innovation practices
- Aligning therapeutic experts and venture partners to establish knowledge transfer to enhance both organizations
- Utilizing structured internal and external innovation processes to optimize the R&D portfolio
- Strengthening the pipeline through cost-efficient partnerships that evolve beyond licensing and M&A strategies

Jeffrey Moore, Ph.D., Vice President

MP Healthcare Venture Management, Inc.

12:30 Networking Lunch

DEVELOPING COMPREHENSIVE INNOVATION RISK MANAGEMENT PLATFORMS THAT PROMOTE STRATEGIC RISK IDENTIFICATION AND ASSESSMENT

1:30

Developing a Comprehensive Corporate Venturing Risk Management Platform that Promotes Strategic Risk Identification and Assessment

- Creating and implementing an innovation risk management program to turn risk data into risk intelligence
- Instituting a comprehensive risk identification process to allow for prevention of known risk and early identification of emerging risks
- Leverage existing innovation processes to achieve a continuous risk assessment practice
- Aligning the innovation risk management framework with the integrated corporate innovation strategy

Ken Collier, Principal Counsel

Medtronic, Inc

2:15

Setting Key Performance Indicators (KPIs) to Establish Standards for Measuring Successful Investments

- Determining the best methods to measure return on investments (ROI) to achieve established goals
- Setting metrics to measure for success beyond the monetary
- Providing ample resources to consistently identify, measure and manage key areas for growth and investment
- Using internal data to apply KPIs at every level of development to set metrics for efficacy and marketability for increased investment

Sean C. Freeman, Head, Corporate Ventures and Partnerships, Co-Head Mergers and Acquisitions

Life Technologies

3:00 Networking Break

3:30

Panel Discussion

On the Past, Present, and Future of Corporate Venturing in the Life Sciences Industries

- Examining the evolution of corporate venturing in the life science over the past two decades
- Positioning current venture strategies to succeed in maintaining a robust product pipeline
- Extending market horizons to discover fresh opportunities for life science corporate venturing

Moderator:

Paul E. Young, Ph.D., US Head, External Innovation, Global Research and Early Development

EMD Serono, Inc.

Panelists:

Graeme Martin, Ph.D., President and CEO

Takeda Ventures, Inc.

Barbara Dalton, Vice President, Pfizer Venture Investments

Pfizer Inc.

5:00 Chairperson's Closing Remarks

5:15 End of Day One

WHY YOU MUST ATTEND:

Corporate venturing has become a significant initiative for life sciences companies to enhance their innovation strategy. With a large portion of the life science industry moving to build new corporate venturing models, the competition has never been as fierce in finding the latest blockbuster. Considering the benefits that venture investing offers when best practices are employed, the real question is whether corporations can afford not to join the game. In an economy where innovation spells the difference between success and failure, corporate venturing can spur tomorrow's innovations while it helps build an organization in which innovation is business as usual.

The **Corporate Venturing in Life Sciences Conference** will provide corporate venturing and business development leaders a unique opportunity to join with their peers and discuss issues central to enhancing their venturing and innovation practices. Discussions will focus on growing the product pipeline through innovative partnerships; the engagement of senior management in risk-centered investments; the deployment of innovation strategy to support the evolving venturing program; and proven strategies to enhance integrated adoption of new technologies and intellectual property options.

DISCLAIMER

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8:30 Registration and Morning Coffee

8:50 Chairperson's Opening Remarks

ENGAGING SENIOR MANAGEMENT IN VENTURING STRATEGY TO BUILD A CULTURE OF INNOVATION

9:00

Creating Efficient Communication Channels to Streamline the Search for Partnership Opportunities

- Ensuring common channels of communication across every level of the organization
- Encouraging peer level conversations among partnering entities as well as across internal businesses
- Examining the organization to identify unmet needs to be fulfilled through open innovation partnerships
- Cultivating a clear understanding of the needs of the organization, and translating these requirements into defined criteria that will determine the viability of potential partnerships

Geeta Vemuri, Head, Ventures
Baxter Ventures

9:45

Market Entry Strategy through Creative Deal Making: Small pharma going to big China

- Analysis of deal objectives through rigorous self-assessment
- Identifying risks and opportunities through hands-on market diligence
- Engaging with investors, partners, vendors for optimal deal outcome
- Creative deal making to advance strategic interests

Balazs Felcsuti, Senior Director, Business Development
Ironwood Pharmaceuticals

10:30 Networking Break

11:00

Panel Discussion

Strengthening a Cross-Functional Strategy that Aligns Corporate Alliances with Small Group Venturing

- Developing a portfolio of external partnerships as an integral component of the global research strategy
- Strategically including Board seats in partner agreements for furthering the investment
- Analyzing available venturing opportunities to determine the best investments with minimal competition
- Viewing corporate venturing through the lens of decision making and business design to move outside of 'pet project' driven investing

Moderator:

Balazs Felcsuti, Senior Director, Business Development
Ironwood Pharmaceuticals

Panelists:

Rekha Hemrajani, Former Vice President, Head, Licensing and Mergers and Acquisition
Onyx Pharmaceuticals

John Gustofson, Senior Director, Ventures and Early Stage Collaborations
AbbVie Ventures

12:00

Creating a Framework for Open Innovation that Reduces Risk and Promotes Efficiency Across the Innovation Pipeline

- Developing a process that instills discipline while granting innovation teams the freedom to push the envelope
- Creating a structured collaborative model to ensure accurate communication of ideas, objectives, and policy
- Identifying the necessary skill set required to collaborate effectively
- Establishing a flexible and repeatable Open Innovation process that can be deployed on a global level

Paul E. Young, Ph.D., US Head, External Innovation, Global Research and Early Development
EMD Serono, Inc.

12:45 Networking Lunch

PRODUCER INFO:

I would like to thank everyone who has assisted with the research and organization of the event, particularly the speakers for their support and commitment.
Justin Guinn, justing@marcusevansch.com.

SPONSORSHIP INFO

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DEPLOYING OPEN AND EXTERNAL INNOVATION STRATEGY THROUGHOUT THE CORPORATE VENTURING PRACTICE

1:45

Initiating Product Lifecycle Management Strategies Based on Venturing Activities to Discover New Indications for Additional Therapeutic Areas and Combination Therapies

- Examining the importance of global portfolio management application to ensure proper resource allocation
- Working with external groups to discover innovative areas for growth across the life sciences industry
- Building value for internal stakeholders to take risks in investing in new areas and integrating changes across the organization
- Enhancing lifecycle management by leveraging drug delivery technologies
- Evolving the internal perspective to reflect corporate venturing to grow research areas and an opportunity to create value to the business
- Implementing venturing across therapeutic adjacencies to boost market share and understanding of new business areas

Michael Zupon, Ph.D., Vice President, Pharmaceutical Technology and Development
MannKind Corporation

2:30

IT Due Diligence

- The obvious and not-so-obvious aspects of IT as a part of the due-diligence process
- What information to collect at what time
- How to ensure the most open dialogue
- How to provide value after the investment

Sanjoy Ray, Director, Strategic Alliances and Health Innovation
Merck

3:15

Interactive Roundtable Discussion

Developing Enhanced Communication around Profit and Loss (PNL) Analysis to Embrace Investment Risk

- Analyzing the influence of risk sensitivity on cost-analysis and financing decisions
- Building granular PNL controls to ensure reliably modeled results
- Achieving a risk-comfortable culture for senior management to accept PNL
- Positioning the organization as an attractive partner through different business models that support existing and potentially new products
- Creating improved analytical models for more accurate knowledge to identify cost centers throughout the investments

John Gustofson, Senior Director, Ventures and Early Stage Collaborations
AbbVie Ventures

4:00 Chairperson's Closing Remarks

4:15 End of Conference

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Global Corporate Venturing

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TESTIMONIALS

"Absolutely wonderful event ! Keenly focused on strategies and issues directly influencing the industry; not just information but idea and solution generations."

Celgene Cellular Therapeutics

"One of the best meeting I've attended. Excellent organization, topics and speakers, overall extremely well done."

Sanofi Aventis

"Up to date, stimulating and interactive meeting. Enthusiastic audience & high quality speakers."

Shire Pharmaceuticals

"Great in depth coverage of hot topics in an intimate setting that lent itself to excellent discussions."

Novartis

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Please be aware this course has not been approved for Continuing Legal Education in the State of New York.