

A woman with long dark hair, wearing a white lab coat and clear safety goggles, is looking down at a stack of colorful blocks. The background is dark and out of focus.

# Achieving High-Value Deals

partner with the  
leader in evidence-  
based evaluations

**BioScience Valuation**  
Creating Value in Healthcare

## BioScience Valuation

High probability of agreement and favorable deal terms can be achieved by demonstrating asset value. Bioscience Valuation is a globally operating leader in evidence-based scientific, commercial and value assessments from discovery research to marketed products. Our goal is to demonstrate value convincingly, enhancing the likelihood for win-win partnerships.

We are well-known for our excellent support of the licensing process including the sourcing of partnership opportunities. Through our high quality assessments, backing each figure with comprehensive research, we create a business case for each licensing opportunity. These analyses support our clients in demonstrating the value of their assets and have, in the past, led to agreements well in excess of \$1 billion face value.

**Big Pharma signed over 1,100 drug-focused deals with a combined monetary value exceeding \$130bn between 2011 and 2015, increasing at a compound annual growth rate of 10% (Research and Markets, July 20 2016, PR Newswire)**

- In an industry characterized by increasing licensing activity and potentially high deal values, demonstrating value has never been more important.

**Clinical development success rates for inlicensed molecules are 40% to 60% higher than for self-originated compounds (DiMasi et al., 2010)**

- Illustrating the value of decreased development risk, e.g., through good target validation, can significantly support licensing efforts.

**A drug's commercial potential is a key value driver (J. Greuel & A. Wiest, 2016)**

- Timely drafting of medical need-driven target product profiles, and benchmarking them against competing therapeutic approaches (both, those already launched and in development), support the communication of value.

"I am impressed by Bioscience Valuation's very profound, analytical approach to evaluate early discovery projects. Bioscience Valuation substantially supported us in successful partnering negotiations, and it is a continuous pleasure to work with Joachim and his team."

Dr. Torsten Neuefeind,  
CEO Proteros

"Through its 'Corporate Partnership Program', Bioscience Valuation has provided exceptional support in the transformations of our business model. BSV's evidence-based assessments proved invaluable for our strategic decision making as well as for preparing our corporate transactions."

Peter Llewellyn-Davies,  
former CFO/CBO  
Medigene AG

DOCTOR  
MEDICAL  
MEDICINE  
NURSE  
MALE NURSE  
ICU  
EMERGENCY ROOM

**Let us support  
you in getting  
high-value agreements**

- We find the right licensee for you.
- We formulate the business case for your asset.
- We convincingly demonstrate the value of your licensing opportunity.
- We support you in negotiating value-maximizing terms.
- We cover the entire licensing process from first contact to agreement.
- We offer tailored solutions to meet your specific needs.

Bioscience Valuation accompanies you during the entire licensing process. Analyzing your assets (taking advantage of our comprehensive databases) enables us to create convincing business cases. In every assignment we work with your experts to provide evidence for the claims made. Each business case covers the entire spectrum of scientific, commercial and financial variables. Our appraisals are based on Bioscience Valuation's profound subject expertise and long-standing experience, complemented by the company's network of specialists.



**Joachim M. Greuel, Ph.D., MBA**

**Managing Director, [j.m.greuel@bioscience-valuation.com](mailto:j.m.greuel@bioscience-valuation.com)**

Joachim earned his Ph.D. in Physiology 'Summa Cum Laude' from the Max-Planck-Institute for Brain Research in Frankfurt (Germany) and his MBA from the Wharton School of the University of Pennsylvania (USA). At the IE Business School in Madrid (Spain) he served as Academic Director and as Adjunct Professor of Finance and Healthcare Management. Joachim began his professional career as head of a research team at Bayer AG (Germany). Before founding Bioscience Valuation he was investment manager at New Medical Technologies, a Swiss venture capital fund. He is currently heading the 'Economics of Personalized Medicine' task force of m<sup>4</sup>, a non-profit association.



**Sabine Bernotat-Danielowski, Ph.D., MBA**

**Director, [s.bernotat@bioscience-valuation.com](mailto:s.bernotat@bioscience-valuation.com)**

Sabine did her PhD thesis at the Max-Planck-Institute for Biophysics in Frankfurt (Germany) and continued her academic career at the Max-Planck-Institute for Experimental Cardiology (Bad Nauheim). She also earned an MBA from the Ashridge Management School (UK). At Merck KGaA she advanced her career and leadership roles from discovery research and clinical development to strategic marketing. Her subsequent tenure at Daiichi Sankyo in the USA included a role as Head of the Business Analysis and Competitive Intelligence unit; more recently she became General Manager and Head of the Daiichi Sankyo Europe organization with responsibility from first-in-human studies to regulatory approval. Sabine served as member of the global executive R&D decision making committee.

**We support your licensing process by providing convincing investment cases. Our arguments are derived from evidence-based assessments that clearly demonstrate the value of your underlying asset.**

**Bioscience Valuation guides the entire licensing process from contacting potential licensees to agreement.**

**Contact us for further information.**

**Bioscience Valuation BSV GmbH  
www.bioscience-valuation.com  
j.m.greuel@bioscience-valuation.com  
s.bernotat@bioscience-valuation.com  
Tel.: +49 8821 966979-0**

