



# Kineticos Case Study

## Out-Licensing



Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Solution

# Kineticos developed and executed on a business development and licensing strategy for a pharmaceutical company seeking a development partner for their novel technology

## **Situation:**

A publicly traded pharmaceutical company seeking a strategic partner for their IND-ready asset was in need of support with executing on their partnering strategy. Thus, Kineticos was retained to serve as the firm's virtual business development and licensing team.

## **Process:**

Kineticos was first charged with developing a clear and concise pitch deck to be leveraged throughout partnering discussions. Subsequently, Kineticos worked closely with the sponsor to establish baseline criteria for an optimal strategic partner. Utilizing the partner criteria, Kineticos developed a robust target list that was then segmented and prioritized. Leveraging both existing relationships and proprietary external databases, Kineticos identified decision makers and influencers at each target company before launching customized email campaigns to each of them aiming to secure meetings with potential translational partners. The outreach process included securing introductory teleconferences and also securing meetings at industry conferences.

## **Outcome:**

During the initial 6-month engagement, Kineticos secured and facilitated over 40 partnering meetings (initial and follow up) by way of teleconferences and face-to-face meetings at industry conferences. Following their diligent business development process, Kineticos was successful in advancing several opportunities to Confidentiality Agreements and beyond. By the 5th month of the engagement, the client was progressing 2 promising opportunities that were both nearing term sheets. Also included in the deliverable was a comprehensive list of all target companies/individuals with the status of each (meeting scheduled, not interested, providing details, etc.).