



Successful Initial Licensing Meetings at BIO 2020

Company: Gene therapy innovator in highly defined market

Despite BIO 2020 being held virtually, the interest in licensing and M&A meetings was as high as ever. The updated BIO partnering structure provided opportunities for companies to explore mutual interest, but required desire to leverage the virtual process.

An emerging biotech desired to connect with potential partners to explore out licensing opportunities during BIO 2020, and that's where Kineticos came into play. The senior team at Kineticos gave support and guidance focusing on communication, prospective partner identification, meeting scheduling and execution, as well as a thorough follow-up process. The client, a leading biotech innovator in gene therapy, has assets in highly defined markets, as well as a technology platform with broader applications.

Kineticos applied their proven process working collaboratively with the innovator company to prepare for BIO several months in advance. Focusing on the primary story- the gene therapy asset – Kineticos and the biotech's leadership team aligned the pitch deck and tailored messages to specific potential partners.

Within the highly defined market, Kineticos worked with the client to find, contact, and finalize meetings with key potential partners. The diligent work Kineticos had been dedicated to for months was successful, with 32 meetings scheduled for the conference.

Following a structured agenda with an experienced Kineticos moderator, the 30-minute calls with all interested potential partners ended with a definitive path forward. Post-call follow-up with all potential partners was coordinated jointly by the company and Kineticos, keeping the momentum of positive communication and collaboration ongoing.

“It [the meeting process] was awesome. An unqualified success!”

- Executive at Innovator Company

Kineticos is a strategy consulting firm serving the life sciences industry focused on helping our clients improve patient outcomes. The firm is focused on identifying opportunities to drive strategic growth for our clients.



Through its practice areas – Biopharmaceutical and Precision Medicine – Kineticos has experience working with companies across the life science ecosystem.

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