

**USE OF CALCITONIN AS
COMBINED TREATMENT
THERAPY FOR THE
MANAGEMENT OF
INFLAMMATORY DISEASE
CONDITIONS – A case Study**



In The Beginning.....

- Academic Paper
 - The technology
 - The market
 - The Potential
- The Big Guys
- The Little Guys
- **The phone call** The Meeting, The CDA, The patent filing
 - Is there a deal on the horizon?
- **A slight delay**



The Chase.....

- Daily
- Weekly
- Monthly

.....meanwhile

find somebody else?



Internal Pressure

- Impending patent bills
 - The valley of death

- Big guy to the rescue
 - Questions, questions, questions



Partnering

- International partnering
 - Non confidential sheets
 - Calling the Big Guy
 - Calling the Little Guy
 - Big guy gets angry???
- Face to Face
 - What do you think you have?
 - Developmental stage



Closing The Deal

- Realistic offering
 - What did we really have?
 - How much is it worth and to whom
- The lockout
 - Fixed period
 - Timing is everything
 - Priority and a second meeting
 - How do I handle the other guy when he calls?



Closing the Deal

- Who can move fastest
- Priority – Prioritize
- Ability to deliver
- Tipping the balance
 - Delivery oral system
 - Deal structure
 - » Licenses
 - » research
- **BIG GUY OR LITTLE GUY ?**
 - 10%
 - or 10% of 10%



WHY / how to chose?

- who is best to do a deal with ?
- who can you do a deal with?
- who will prioritise your technology?
 - Take it to the next **VIP-Value inflection point** ?
 - Allow for the best return?
 - Can you work well together
- So was it the Big GUY or the Little GUY?



Big GUY ? Little GUY?

- Oral protein delivery system
- Direct experience of delivering the protein orally
- Understanding of regulatory issues for this therapy
-so I chose.....
- **THE LITTLE GUY**

