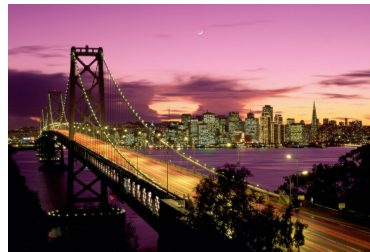


## Innovation & International Relationship (I&IR)

**“I&IR is a Paris-based consulting group specializing in the biomedical field. The group has over 35 years of senior management experience within leading pharmaceutical and biotechnology companies and is providing advice to start-up companies and academic institutions.**



**Vision  
Perspective  
Ambition**



## 1. The Vision

Innovation & International Relationship (I&IR) aims at:

- Providing strategic advice
- Promoting innovation in the area of life sciences
- Supporting international business relationships between European biotechnology companies/institutions and International organisations with a main focus on China

It is now well accepted that innovation is the major engine of growth and competitiveness.

The main objective of I&IR is to help and promote the emergence of all types of innovation in the area of life sciences. Recent progress in biology, nanotechnologies, miniaturisation and cognitive information technologies will open completely new fields for R&D. New applications gathered from this fast growing knowledge will provide potential major innovations in a foreseeable future. In order to cope with this change, the pharmaceutical industry has already adapted its classical business model and value chain in establishing strategic collaborations with academic institutions and biotechnology companies (the "Open Innovation" model).

**I&IR aims at proposing a novel strategic vision on how the convergence of various innovations will open new avenues for the biomedical industry.**

## 2. The Support to Innovative Biotechnology Companies

I&IR, through its Special Advisor, has gathered vast past business experience and can now act as a strategic partner for start-up companies when they wish to establish their strategic and/or operational long range planning at a moment where there is a growing demand for novel therapeutic approaches.

Areas of major focus will be:

- oncology
- neurodegenerative diseases
- biomarkers and diagnostic tools,
- microdevices.

These areas were selected because of past experience but mainly because there will be an escalating demand for novel medicines and novel treatments.

The aim of I&IR is to support innovative start-up companies to create value for patients, providers, payers and thus for their shareholders. Within I&IR there is more than 20 years of international business development experience ranging from classical licensing and acquisition to highly complex R&D agreements. The main support I&IR brings to a partner is based on its strong ability to identify real differentiating features and risk assessments for a given asset or research programme.

The concept of personalized medicine, with its companion diagnostic, will progressively become one of the favoured approaches of all the major pharmaceutical companies. The identification and validation of novel biomarkers/biosignatures will therefore become a strategic component of any novel portfolios. There will be tremendous opportunities for innovative companies to generate new data and contribute to identify the best set of biomarkers for a selected treatment within a given disease. The novel business model for such collaborations is rather new and will be highly challenged.

Miniaturized devices will also become a novel component of an integrated approach. Bioprosthesis are already appearing and novel microelectromechanical systems « MEMS » with their three components:

- one or several active biological principle(s)
- a delivery system
- a monitoring system

will soon be launched on the market and will be of great value for patients.

The aim of I&IR is to promote the emergence of novel diagnostic tools as well as smart devices and projects where the convergence of mature technologies will constitute the heart of the innovation.

**I&IR will allocate the majority of its activities to emerging domains at the frontiers of disciplines in :**

- **performing an intensive competitive intelligence in the fields of interest,**
- **identifying new technologies and new actors,**
- **presenting, on a regular basis, the new paradigms to leaders and investors,**
- **supporting start-up companies to better differentiate their assets and better position themselves when negotiating with potential partners**

### **3. AMBITION**

Innovation will be the major pillar of future growth in developed as well as in developing countries. I&IR is convinced that the following decade will bring a new era of innovation and productivity in the biomedical sciences. The majority of novel solutions will emerge from start-up companies and will then be adopted by larger well established companies. New players who are already mastering novel technologies will adapt them to the biomedical sector and thus bring breakthrough innovation. Asia, in particular China and Brazil will become new players in the field and should be closely monitored. Companies will have to collaborate with academia, governmental and non-governmental organisations in order to get access to the best science. Open Innovation will become the normal practice to perform research in order to stay competitive.

**I&IR is particularly well placed to:**

- **bring a strategic vision of the changing environment**
- **identify emerging domains and breakthrough innovation**
- **evaluate the potential of the various convergent technologies**
- **communicate on novel concepts**
- **identify novel players in developing countries with a special focus on China**
- **propose innovative business models**
- **support start-up companies to structure their business plans and leverage their assets**

**I&IR is making the strong assumption that innovation will be the major driver of future growth and a key component of the recovery of the current economic crisis.**