



Outsourced Marketing & Business Development In Life Sciences, Biotech & In vitro Diagnostic

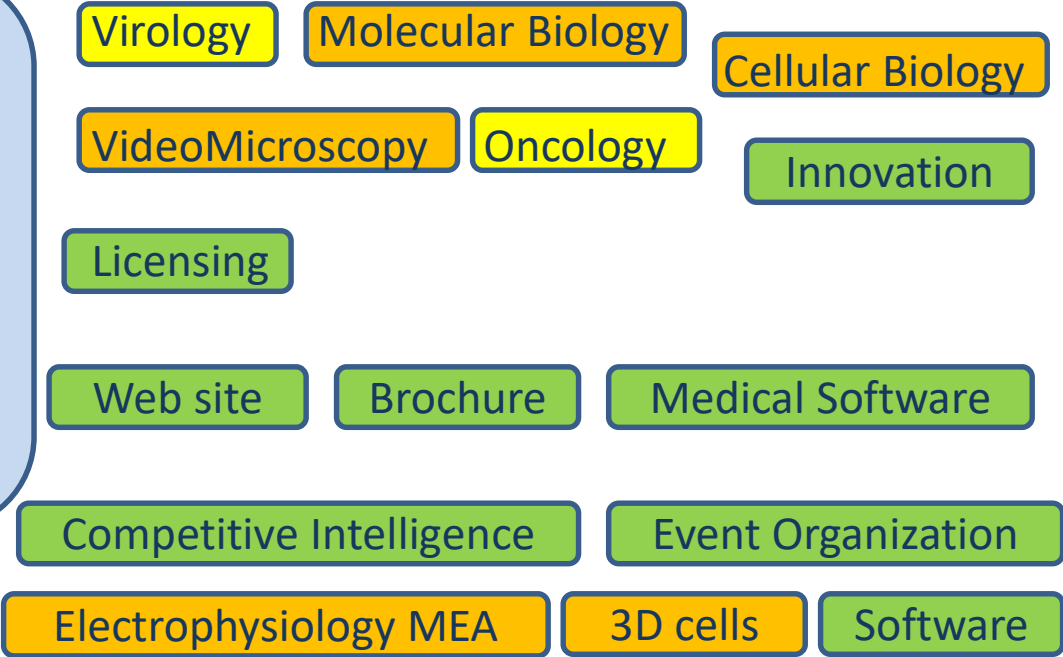
March 2020

Btobioinnovation.com

5th Level in Fundamental Virology,
Pasteur Institute, Paris, FR

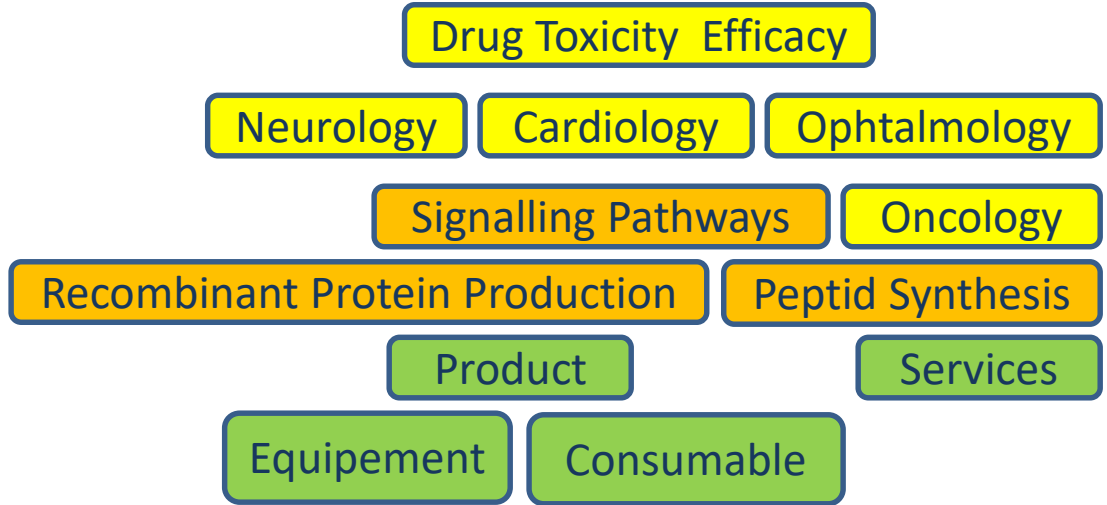
PhD tool for RNA probe in live cell imaging,
CNRS, Montpellier, FR

LES Training – Licensing & Negotiation



Callimedia
European Biotech Crossroads
Biocell Interface





DualSystems Biotech –CH
DelphiGenetics- BE
BMA Biomedicals- CH
Expres2ion Biotechnologies- DK
Agrisera-SW
Biogazelle-BE
Amylgen- FR
Transcure-FR
Mitologics-FR
Neuro-SYS-FR
HCS-Pharma-FR

Human Health
Animal Health
IVD Market
Dermocosmetic Market

Services- Products-Licenses
European and US Markets

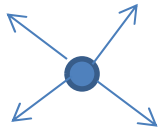
Topics:
Immuno-onco, onco
Neurodegenerative diseases
Viral vaccine /Anti-infectives
Preclinical & Regulatory Tox (Liver, Neuro)

Small Molecules
Peptides
Antibodies, Biologics
miRNA

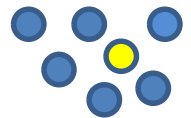
Technologies:
LC-MS-MS / ligand interaction
Phenotyping screening (HCS)
3D cell culture
Recombinant protein expression
In vitro / in vivo
NGS Sequencing
Ag/DNA vaccine



- To find **New customers** for your products / services



- To find **Distributors** in a specific country

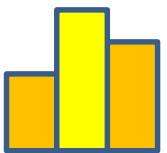


- To find **Partners** for licensing, co-dev

- To launch a **New product or Service**

- To increase your **visibility**

- To evaluate the **competition**



- Identify & qualify **potential customers, distributors**
or **partners** by Phone & e-mail

- Prepare **Business Convention** BIO-Europe, BIO-US
- Represent your company at a **trade-show, congress** or **business convention**
- Organize a **seminar** or a **webinar** & following-up

- **E-mailing** campaign

Drug Discovery

Drug Development

Drug Efficacy /Safety

Clinical Development

Pharma - Biotech

IVD

Nutraceutical

Cosmetic

Chemicals

Ex 1 Prospection for New customers



Phone & e-mail prospection of New customers

In France & French Swiss Part

Duration: 2 months , 1 day /week, 9 days in total

Target: **Pharma, Biotech, Diagnostic**

Be Focus !

List of contacts in Excel File

(positive list, negative list, BtoBio list)

Excel file content (**information to collect**)

First e-mail to introduce your services

To prepare the phone call

(2-5 min.introduction, PPT presentation,FAQ, available pdf, Position / competitors, main assets, questions to ask)

E-mail address to send e-mail to potential customers

And BD or decision maker in copy

Phone call & e-mail to potential customers

On 2 half-days /week

(10-12 calls /half-days)

Visit or conf call with PPT presentation for leads

You receive an **excel file Up-dated +Report**

209 contacts

18 Leads:

3 Pharma

8 Biotech

7 Diagnostic



Phone & e-mail prospection of partners

Duration: 1 months , 4 days in total

Target: **Diagnostic**

Objective: find one partner

Be Focus !

List of contacts in Excel File

(positive list, negative list, BtoBio list)

Excel file content (information to collect)

First e-mail to introduce your Technology

To prepare the phone call

(2-5 min.introduction, PPT presentation,FAQ, available pdf, Position / competitors, main assets, questions to ask)

E-mail address @yourcompany.com

to send e-mail to potential customers

Phone call & e-mail to potential partners

On 2 half-days /week

(10-12 calls /half-days)

At the end of the mission, You receive an **excel file Up-dated +Report**



80 contacts

18 potential partners

1 agreement signed
with a major Diagnostic
company

Ex3 Preparation of Business convention



Phone & e-mail prospection of partners

Duration: 1 months , 10 days in total

Target: **Pharma & Biotech**

Objective: find customers at BIO-Europe

Companies selection (944 companies)

Message to relevant prospects (143 companies)

At the end of the mission, You receive an **excel file Up-dated –with requested Meeting**

Log-in to access the BD convention event

Define a message to deliver to prospects or partners

List of participant when the business convention is opened
(positive list, negative list)

Excel file content (information to collect)



14 meetings planed at Bio-Europe

**2 contracts signed and recurrent
business with Big Pharma**

Ex4 E-mailing Campaign



Preparation

- Long Term /short term **Strategy**
- **Newsletters** in form & reviewed
- **Segment the database** by countries or by area
- Split general e-mail address/specific e-mail address




Mission

- E-mailing send & report & notes
- Bounced e-mail verification & correction (in option)

- 1st e-mailing
- 2d & 3d e-mailing to people that didn't opened the e-mail at 2-5 days intervals

- In option: 2d e-mail to people that open the 1st e-mail to plan a conf call



You keep in mind of your customers & prospects
You up-date your Customer Relation ship Management (CRM)
You can see if a country or a specific domain is more interested in your activity

- Identify & qualify New customers, partners or distributors by Phone & e-mail
=> Mission of 1-2 months / minimum 1day /week

- Preparation & Representation a company at a business convention / Trade show /congress
=>Exclusive (or non-exclusive representation)

- Organize Seminar or webinar
- E-mailing campaign
=> 4-12 e-mailing campaigns/year will be recommended

- Based on Fee for Services
- Preparation & report free of charges- not included in the time of the mission
- Highly flexible to your need

- Customize on **focused** external missions
- Add **highly qualified human** resources to your own staff
- **Enrich your team** with complementary experience
- Assess your services and products within a highly competitive environment
- Reduce costs by using non-exclusive representation at commercial events
- **Focus your own activity on deal making**
- **Accelerate your ROI**

Thank you for your attention



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