



IP PRAGMATICS

# Life Science Business Development Support

A cost effective commercialisation and business development service  
for the life sciences industry

In today's environment effective and efficient business development is more important than ever. Our life science team helps clients with all aspects of the commercialisation and business development process to support internal resources and help improve decision-making capabilities.

## The service:

We are able to offer a wide range of healthcare consulting services including:

- Market assessment and IP auditing
- IP assessment, searches and patent 'landscaping'
- Identification, valuation and prioritisation development opportunities
- Strategy and business plan development
- Identification of licensing opportunities (both in and out licensing)
- Development of business development materials
- Identification/screening/meeting potential partners
- Representation at partnering meetings and conferences
- Deal structure and licensing negotiations
- Management of due diligence process

## Our advantages:

- Consultants with scientific and business backgrounds, recruited from big pharma, SMEs, venture capital firms and the public sector
- Multi-disciplinary capabilities including experience of drug discovery, clinical development, financing, licensing, contract negotiation and early-stage technology evaluation
- Able to leverage the expertise and networks of the whole team for any particular project
- Capability and resource to also market and license technology into EU, USA, Japan, Australia/NZ and other territories
- Specialised UK to US licensing service

## Benefits to you:

- Targeted & focused approach for your commercialisation and business development requirements
- Rapid industry-qualified opinion on your opportunities and/or development needs
- Cost effective access to the expertise and networks of over 10 consultants
- Ability to manage all aspects of IP from origination to contract negotiation
- Flexible service tailored to meet your needs and timelines

## About IP Pragmatics

IP Pragmatics is an Intellectual Property (IP) asset management company that facilitates Open Innovation. The company is focused on helping its clients maximise the value of their IP assets through a combination of Value Creation and Cost Management services.

If you are interested in learning more about us and how we could work with you please email [info@ip-pragmatics.com](mailto:info@ip-pragmatics.com) or visit our website: [www.ip-pragmatics.com](http://www.ip-pragmatics.com).