

# Biotech Technology Transfer. A Tool for creating Strategic Alliances

When interdependence is  
smarter than independence

# Non-incorporated Joint Venture “Asociación en Participación”

- Only a common project
- No capital investment
- Few significant changes in organisation
- Mostly finite

# Strategic Alliances

## Objectives

- Sharing costs
- Sharing risks
- Economy of scale
- Access to markets
- Access to technology
- Forward integration
- Backward integration
- Complying with government rules
- A combination

# Strategic Alliances

## Functions

- R&D
- Production
- Marketing
- Logistics
- Administration
- Management
- A combination

# Strategic Alliances

## Contributions

- Capital
- Capacity
- Know-how
- Organisation
- Network
- **Legal status**
- Credibility
- Image

# Highlights about Legal Status regarding Biotech in Health

- Recent implementation of NOM SA1 2011
- Pharma-vigilance harmonized with WHO recommendations and materializing México's commitments under the NAFTA agreement
- Fine tuning for generics and “bio-comparables” under revision by the specialist committee of FEUM (the Mexican Pharmacopea) expected to be completed by June 30<sup>th</sup> 2012
- These actions mitigate investor's legal risks for conducting safer business in México.

# CSF (Critical Success Factors)

- Trust
- Shared, or at least non-conflicting goals
- Clear organizational measures
- Units of comparable size
- Involvement of leaders and operatives
- Arrangements for functions, not for people
- Learning opportunity for all parties

# Success or failure

- About half of Strategic Alliances fail!
- Yet, two thirds of companies are satisfied!
  - because of the learning process
  - because of unexpected benefits
  - because avoiding the break-up of a more involved formula (merger, acquisition)

# The proof of the pudding...

- Easy and fast implementation
- Short term benefits visible and appreciated
- Long term benefits reasonably expected
- Long term success:
  - Achievement of Strategic Alliance goals
  - Alternatively:
    - Acquiring other, unexpected benefits
    - Improvement of the Learning Curve
    - Smooth termination or continuation

# Lessons from experience

- Negotiation is NOT common sense
- Never send amateurs against professionals
- “Culture shock” can be deadly as are misconceptions and pre-conceived ideas
- Things and people change. Remember that !
- Negotiation types encountered: the hustler, the cautious, the charmer, the tough cookie
- Test EVERYTHING
- Be YOURSELF

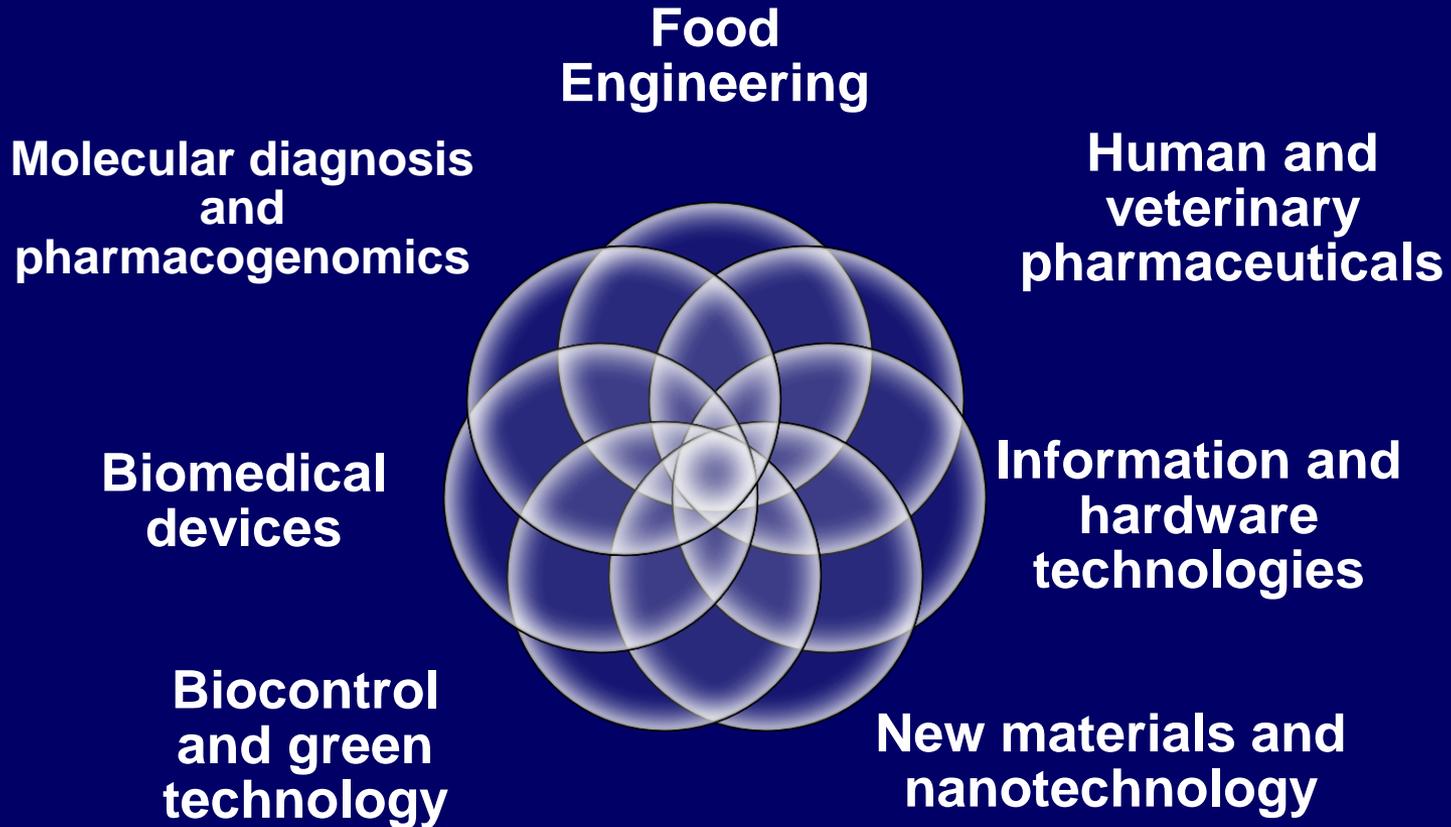
# The way

- Little bets (Peter Sims)
- Nail it than scale it (Nathan Furr & Paul Ahlstrom)
- The Mesh (Lisa Gansky)
- We identify the MVP/S (the Minimum Viable Product or Service)
- Combining smart money and humanware
- We design Innovative Business Models

**THE**



**AREAS THAT ENCOMPASS  
TECHNOLOGICAL SOLUTIONS**



# THE PORTFOLIO

- Intestinal Tract Emulator for pharma-dynamics and pharma-cinetics applicable to biopharmaceutical substances.
- Primers assembly for PCR technology to support the production of recombinant and synthetic genes for obtaining useful biopharmaceutical substances.

# THE PARTNERS



# Thank you very much for your attention !

Erwin Roofthoof

Business Development Director

Gestión Tecnocomercial, SAPI de CV **NOVIK**

Montecito N° 38, Piso 22, Oficina 02

World Trade Center Ciudad de México

Col. Nápoles, C.P. 03810, México D.F.

Tel: 56 76 67 57 (direct)

Tel: 90 00 88 53 (office WTC)

Mob: 044 55 44 88 23 36

[erwin.roofthoof@parquepharma.com](mailto:erwin.roofthoof@parquepharma.com)

[www.novik.mx](http://www.novik.mx)    [www.parquepharma.com](http://www.parquepharma.com)

