

OUTLICENSING DILEMMA

Extract

The client had developed a unique new formulation for a well established medicine and was lacking out licensing traction.

With our global reach, we consider ourselves well placed to undertake assignments to locate, negotiate and close out licensing deals for clients product's in the Pharmaceutical and Healthcare sectors.

Summary

A client approached us wanting to expand their global reach. Initially in the short term, expansion into Europe was desirable, however the client also had a long term expansion vision that was global.

We went above and beyond. We utilised our extensive global network and in a short time were able to offer the client expansion not only into Europe, but also many other countries outside of Europe.

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We were able to present to the client an initial 18 countries as options for expansion, and suggestions of further international opportunities.

How did we achieve success?

To achieve the proposed, we followed a series of core steps commencing with the refining of each distribution market by discussing with our partners in those 18 countries for their initial consideration followed by a series of foundational questions on their approach, methods and ability to target this particular therapeutic delivery.



Once these foundations were established we entered into discussions with our partners providing them with a detailed information package on the product, educational material and other applicable data.

We then worked to crystallise our partners interest and commitment as well as gathering data on projected volumes followed by a COGs proposal, and License and Supply terms. We also debated and agreed the regulatory strategies and timetable to market.

We proposed to the client a country-phased approach taking into consideration the partners capabilities and ability to distribute to the target market efficiently.



We further assisted with client regulatory support where needed. This helped increase the clients commercialisation rate as the regulatory landscape outside of the western market can be variable with some countries needing far less or far more bespoke data extraction.

We also assisted with Supply Chain, taking on the role post MA approvals to enhance our clients final offering.

Once the product was successfully in each market we passed over all operational, regulatory, supply chain and relationship management back over to the client successfully.

