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Commercialising research

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Effective Communication

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Talk structure

- Discuss the various communication media
 - Likes & Dislikes
- Tips on increasing your chances of engaging Pharma
- Internal communication & stakeholders
- A few concluding remarks

How can we improve communication ?

- Companies receive lots of unsolicited information & invitations from universities.
- What do companies really want to see, & what is really annoying?
- How universities can improve their interactions with industry

University Marketing Tools

- Licensing Opportunity Sheets
- Newsletters & Press releases
- Showcase Events
- Exhibiting at meetings & trade fairs
- Networking & Partnering Conferences
- Electronic messaging

Licensing Opportunity Sheets

Pharma Execs have limited attention span

Define the technology on offer

Define the therapeutic or area focus

Please choose one !

Concise summary including I.P status

- freedom to operate, filing strategy, extent of coverage

Explain how it may fit into the company strategy/pipeline

Include non-confidential scientific data (Appendix)

Licensing Opportunity Sheets

Good:

- Electronic ✓
- Single page if possible ✓
- Non-confidential ✓
- Clear I.P summary ✓

Bad:

- Batches of opportunities in “hard to digest form” x
- Insistence on a CDA to progress to next stage x

Newsletters & Press releases

Reminders of a university research active area

Showcase Events

Lot of work

Often sow seeds for future interaction

Exhibiting at meetings & trade fairs

Networking & Partnering Conferences

Can be effective, but there are too many

Need to be selective

Electronic messaging

- Increases awareness that a university is in the area of research
- Multiple copies can be irritating
- Often falls on “barren ground”
- Opportunity arrives in a “smart email”

East Carolina University Office of Technology Transfer



MORE INFORMATION:

Mark Foley
Licensing Associate
Office of Technology Transfer
East Carolina University
2200 South Charles Boulevard
Greenville, NC 27858

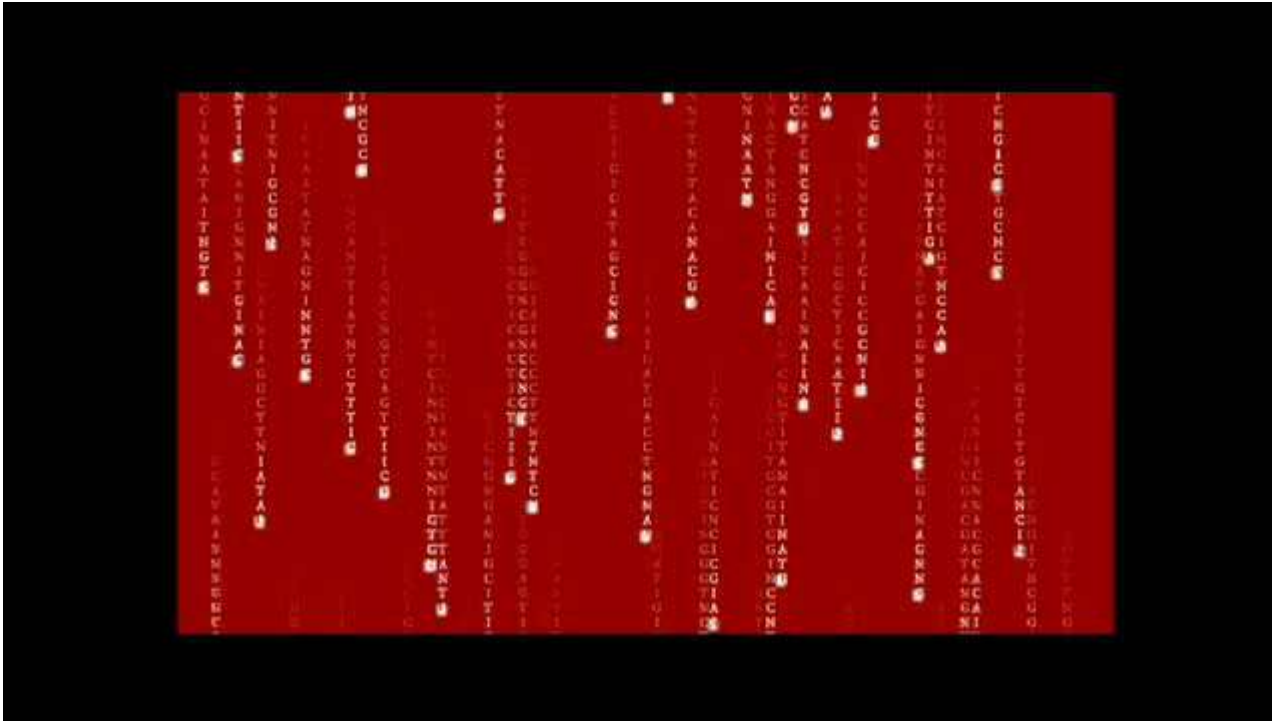
Phone: 252-328-9546
Email: foleym@ecu.edu



**FP88 Vaccine for Multiple Sclerosis and
Other Autoimmune Diseases**



CyberPitch – 3 minute sales pitch



- Can send via mobile phone or via email
- Have it on a website (youtube-like) which you can monitor
- Visual representation – eye & attention catching

www.urweb.tv/pharma/TargetedProteinDelivery/TargetedProteinDelivery.html

Peter Doyle Media Marketing Consultants

peter@mediamarketingconsultants.com



SCIFIN.NET



Tips on increasing your chances of engaging Pharma

Do your due diligence

Benchmark your technology with the competition.

Identify more than one company working in the area.

Consider the location of your potential customer.

Identify an industrial “technology champion”.

Use Networks to Increase Chances of Identifying a Technology Champion

Must be at appropriate level of seniority.

Access to budget or ear of budget owner.

Think about what you are trying to sell & the geography of the Potential Market

Technology licence, service, consultancy
arrangement or a research collaboration?

Ambiguity often equals wastepaper basket

Get an idea of company structure before engaging

Research

Development

Commercialisation

The CEDDs

Medicine Development Centres

Metabolic

CV & Metabolic

Cardiovascular

Oncology

Oncology

Neurodegeneration

Neurosciences

Inflammation CEDD/CEEDD

M.I.G.U.

Respiratory

Respiratory

Macrolide

Infectious Dis. CEDD/CEEDD

Infectious Disease

Biopharmaceuticals

CEEDD

Molecular
Discovery
Research

GSK Priority areas of science

Strongly committed to academic research collaborations to advance scientific understanding relevant to our key areas of focus:

Immuno-inflammation

Oncology

Neurosciences

Metabolic Pathways

Infectious diseases

Biopharmaceuticals

Respiratory

Ophthalmology

GSK CEDD Locations :



Cardiovascular &
Diseases (UM)



Microbial,
Musculo-
skeletal &
Oncology (UP)

Metabolic & Viral
Diseases (RTP)



Respiratory Diseases & Inflammation (STV)
Biopharmaceuticals (STV)



Neurodegeneration
(Shanghai)

Some CEDDs have satellite groups on other sites

Think about your Potential Market

- Be aware of cultural differences
 - Level of licensing activity greater in the US than in Europe.
 - Level of collaborative research per capita is greater in Europe compared with US.

EXTERNAL OPPORTUNITIES

New licensing or collaboration opportunity:

Send to our website - ww.bd@gsk.com

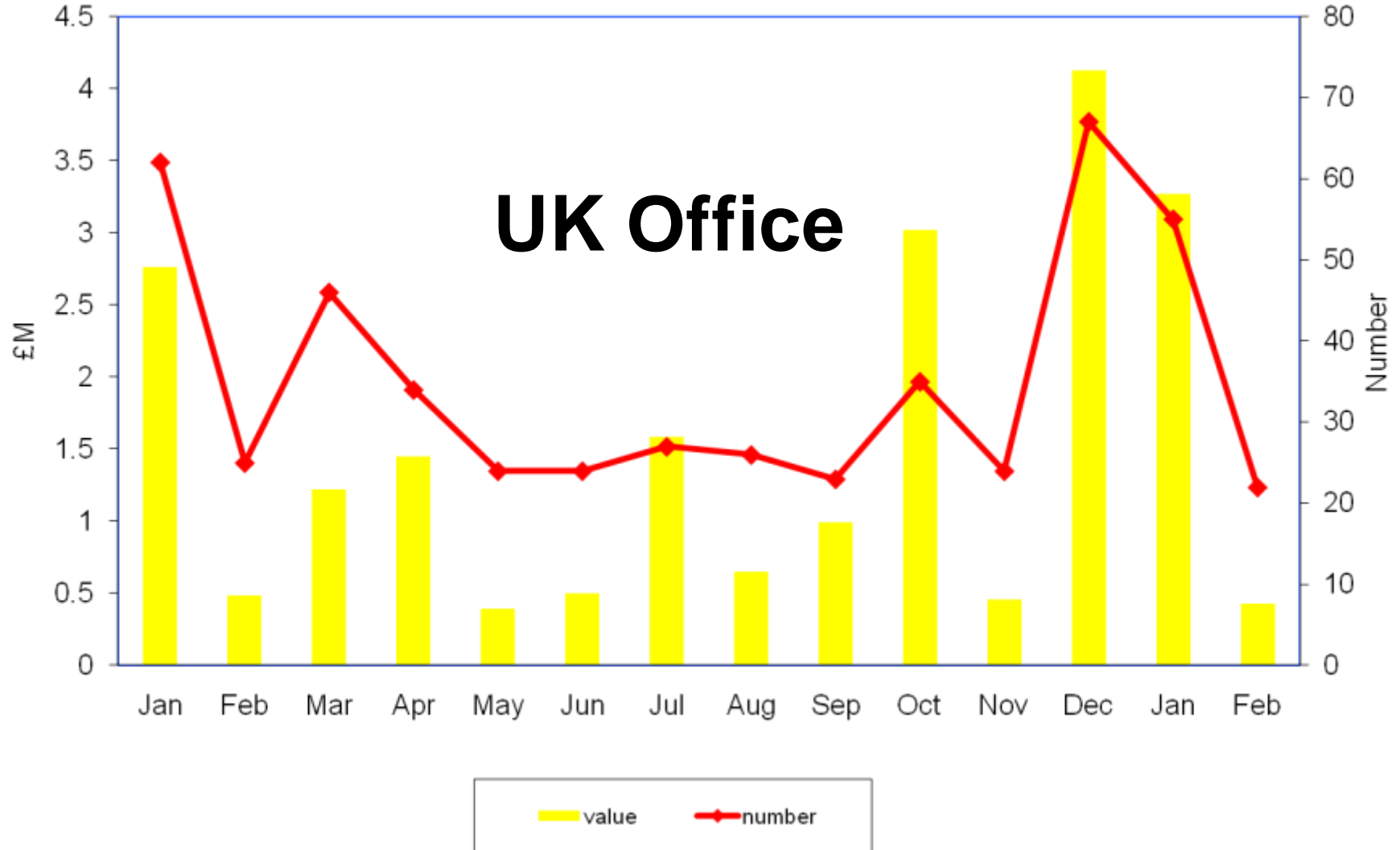
Meretta Marks databases the opportunity & ensures that the most appropriate person in GSK reviews the opportunity & responds

Meretta.J.Marks@gsk.com

Timing is Everything

- Budget cycles influence external spend
- GSK financial year ends 31 December
 - Double edge sword
 - Funding may be available at year end
 - Business Development very busy
 - Universities TTO's winding down!

Number and value of payments by date due



Which University practices irritate Industry?

Shotgun Approach and High-Siding

- Shotgun approach seldom works within GSK.
- Going to the top of the organisation may work on rare occasions
 - At least you get a response but you may tread on people's toes in the process.

Internal Communication & Stakeholders

- Company scientist & Budget holder / Finance
- Deal structuring
- Intellectual Property
- Compliance – data integrity; ethical standards & human rights; CT publication
- Human tissue acquisition & use
- Animal use & facilities
- ABAC
- Communications
- Senior management e.g terms; press release

Concluding remarks:

- Do your homework before engaging companies
- Ensure that any documentation is electronic & succinct
- Cultivate & use personal contacts
- Actively engage your internal stakeholders at every stage of the deal-making process

Thanks for Listening