



Global Tech Commercialization with IIDC Global

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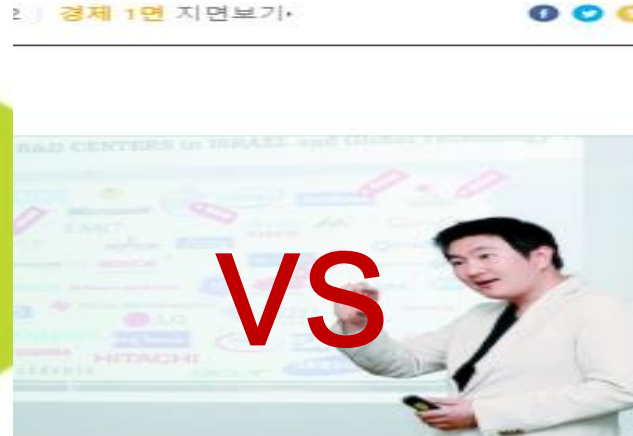
Methodology & Action Plan



Why Global Commercialization?



“한국 기술, 왜 이스라엘 30분의1 대접 받나”



VS



\$55M(660억) vs \$1.3B(1조 5,600억)

“한국 스타트업이 개발한 국민내비게이션 김기사와 이스라엘이 개발한 차량 내비게이션 웨이즈는 놀랄 정도로 기능이 비슷하다. 그러나 글로벌 시장에서 김기사의 가치는 30배나 떨어진다. 같은 기술을 갖고도 웨이즈는 구글에 1조2000억원에, 김기사는 카카오에 650억원에 매각됐다. 한국의 글로벌 기술사업화가 절실히 필요하다.”

이원재 요즈마그물 한국법인장 | 안달리 요즈마그물 한국법인장

Who we are?

➤ 해외기술 사업화

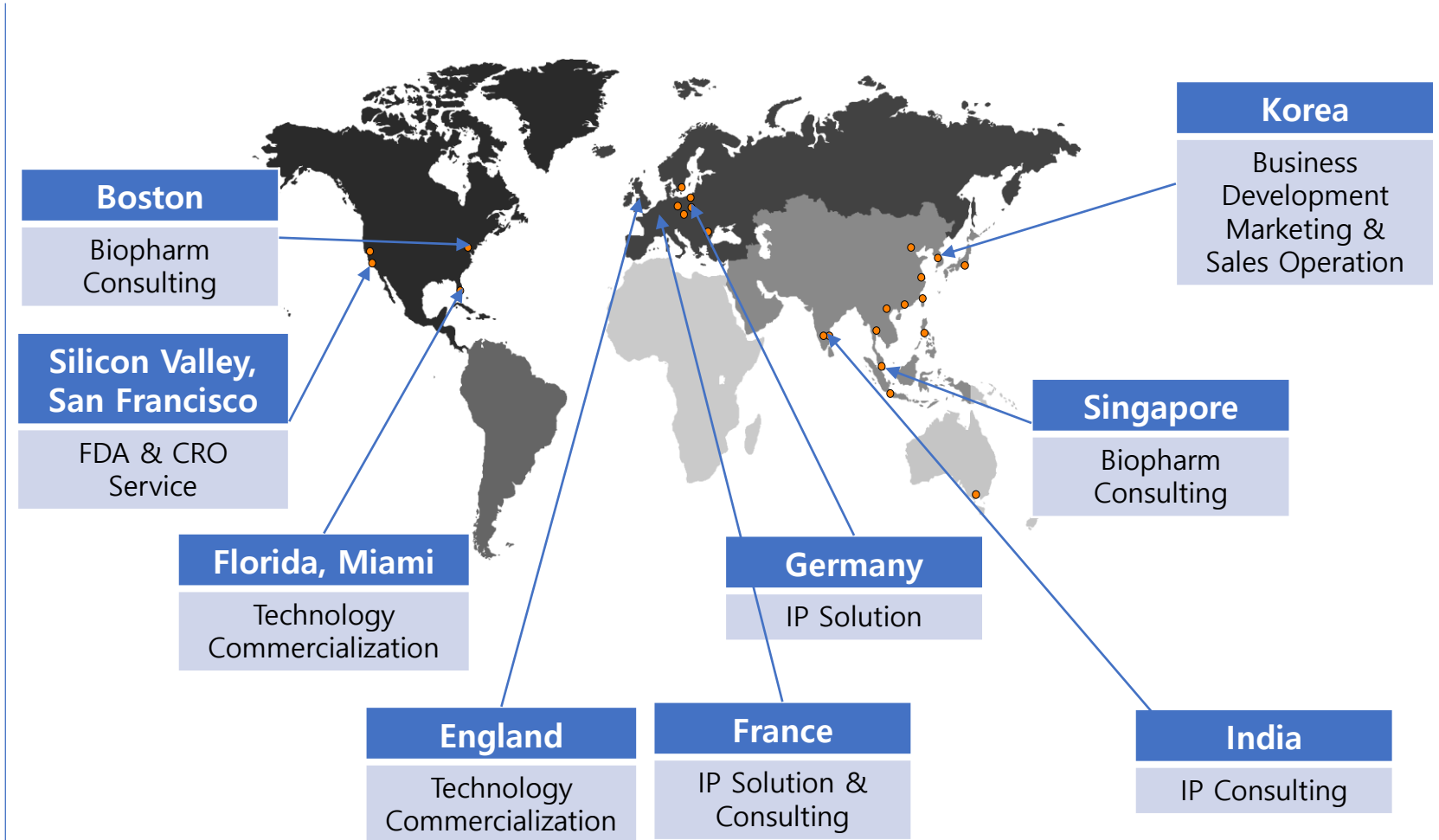
해외 기술이전
해외기술 스카우팅
해외 파트너 발굴

➤ 제약/바이오 컨설팅

- 라이싱 임상개발전략
- 인허가 취득을 위한 조사분석 및 컨설팅
- 제품 출시 및 라이프 사이클 관리
- 글로벌 시장 진입 전략
- 기술 평가
- 프& 리임버스먼트 전략

➤ IP 컨설팅

- FTO
- Evergreen
- Litigation
- Patent Portpolio



Who are our clients?

Who are our key clients?

NOVARTIS, Neem Biotech Ltd, BASF, Silence Therapeutics, Syngenta, Craun Research, etc

Cognis & IIDC Global의 컨설턴트들은 BT(제약/바이오)를 중심으로 ET, IT, NT, Energy는 물론 F&B사업 등 여러 사업분야의 해외 기술사업화(Technology Commercialization) 관련 서비스 업무에 집중하고 있으며, 20여년간 950건(4Billions)의 기술이전 계약을 성사시킨 경험을 갖고 있습니다.

글로벌 의약품 라이센싱 클라이언트					
					
					

Our Project Goal

Maximize

Disclosure of Client and Client's Technology

Outreach

to the Potential Partners

Optimize

Deals between Client and Partners

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Methodology & Action Plan

- Premium Profiling Service



How do we reach-out to potential partners?

최적의 파트너 발굴을 위한 방법론 :

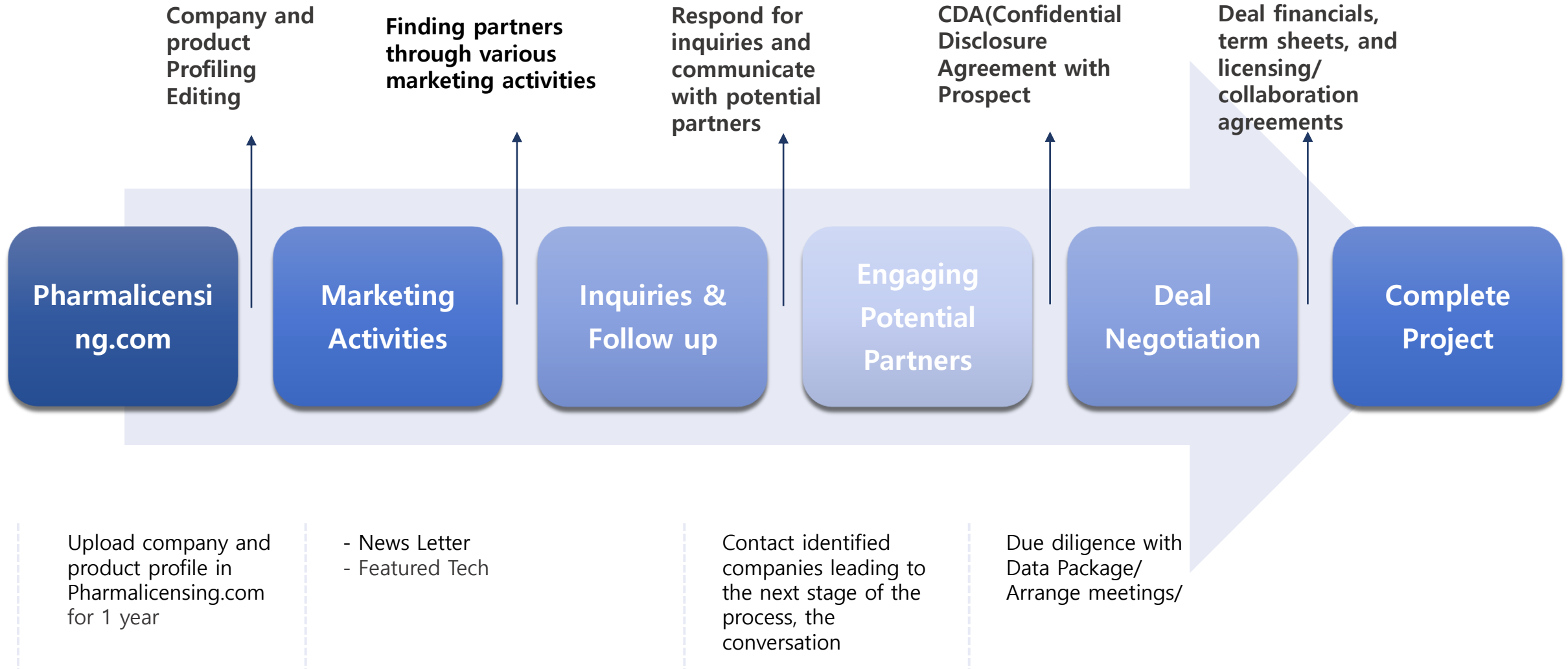
[Premium Profiling Service]

해외의 native consultant가 직접 PM으로 참여,
Pharmalicensing.com을 포함 온라인 리소스 뿐만 아
니라 당사의 오프라인 리소스도 가동하여 양방향으로
글로벌 파트너 발굴과 협상 진행



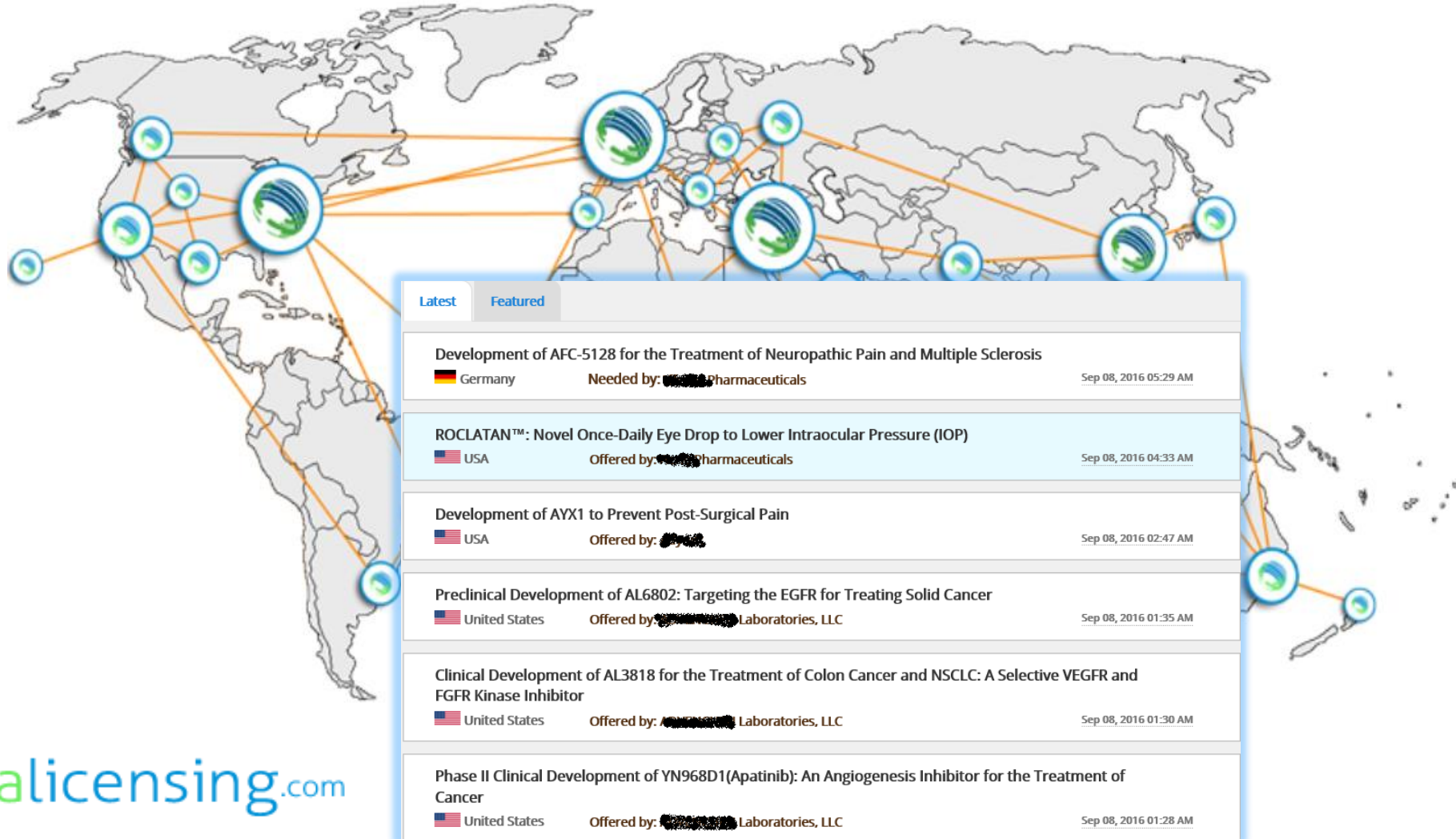
Process for Profiling Service

- IIDC Global은 단계별 접근 방식을 통해 고객의 해외 사업화를 위한 전략 컨설팅 지원 및 사업개발과 사업화 추진



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"Pharmalicensing.com은 전세계에서 BT기술 관련 3만개 이상의 기술이 실시간으로 마케팅/거래되는 글로벌 기술이전/사업화 전문 Market Place입니다 "



The image shows a world map with several blue circular nodes connected by orange lines, representing a global network. Below the map is a screenshot of a website interface displaying a list of pharmaceutical development projects. The interface has two tabs: 'Latest' and 'Featured'. The list contains six entries, each with a title, a country flag, the offer status, the offerer, and a timestamp.

Project Title	Country	Offer Status	Offerer	Timestamp
Development of AFC-5128 for the Treatment of Neuropathic Pain and Multiple Sclerosis	Germany	Needed by	██████████ Pharmaceuticals	Sep 08, 2016 05:29 AM
ROCLATAN™: Novel Once-Daily Eye Drop to Lower Intraocular Pressure (IOP)	USA	Offered by	██████████ Pharmaceuticals	Sep 08, 2016 04:33 AM
Development of AYX1 to Prevent Post-Surgical Pain	USA	Offered by	██████████	Sep 08, 2016 02:47 AM
Preclinical Development of AL6802: Targeting the EGFR for Treating Solid Cancer	United States	Offered by	██████████ Laboratories, LLC	Sep 08, 2016 01:35 AM
Clinical Development of AL3818 for the Treatment of Colon Cancer and NSCLC: A Selective VEGFR and FGFR Kinase Inhibitor	United States	Offered by	██████████ Laboratories, LLC	Sep 08, 2016 01:30 AM
Phase II Clinical Development of YN968D1(Apatinib): An Angiogenesis Inhibitor for the Treatment of Cancer	United States	Offered by	██████████ Laboratories, LLC	Sep 08, 2016 01:28 AM

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Online Technology Marketing : Pharmalicensing.com

- ✓ 기술마케팅 및 라이선싱을 목적으로 전세계 110개국 이상의 1,000여개의 기관이 23,000개 이상의 기술을 업로드
- ✓ 3만5천여명의 등록된 유저 및 월 200,000 이상의 페이지뷰



Dr. Jeremy Carmichael
Astex Pharmaceuticals

Pharmalicensing is generally regarded as one of the better sites in the industry to facilitate partnering.



Dr. Ponda Motsepe-Ditshego & Mr Dario Bortolotti
S3 Consulting

We all feel that we can call on the team at Pharmalicensing any time we want, and this is what makes them so good.

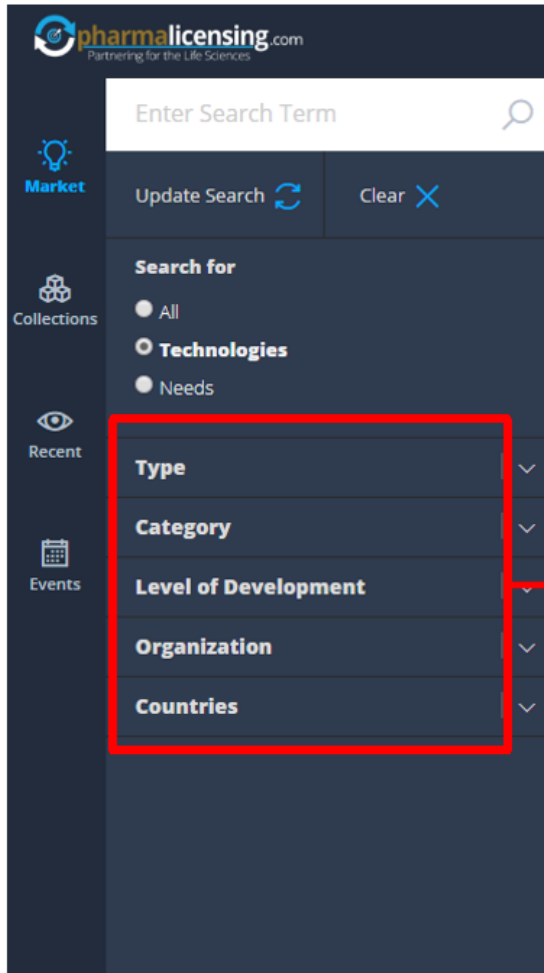


Dr. Petrina
Cornell University

I strongly believe that your company stands very high up and unique in understanding the business of the transfer of technologies from research universities to private companies.

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- www.pharmalicensing.com은 다양한 분류체계를 제공함으로써 User의 편의성을 증가시킨 플랫폼을 운영중이며, 등록된 모든 User에게 Newsletter와 e-Mail Blasting을 통해 Online Marketing을 시행 중에 있습니다.



- **Type**
Diagnostic, Mechanism, Medical Device, Platform, Research, Therapeutic

- **Category**
Ageing, Analgesia/Anaesthesia, Animal Health, Bioinformatics/Software 등

- **Level of Development**
Early Stage, Preclinical, Clinical Trials, Phase 1, Phase 2, Phase 3, Preregistration 등

- **Organization**
Charity, Corporation, Government Institute, Private Institute, University

- **Countries**
Argentina, Australia, Austria, Belgium, Canada, China, Cuba, Denmark, Estonia, Finland 등

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The screenshot displays the Pharmalicensing.com website interface. On the left, a dark sidebar contains navigation options: Market, Collections, Recent, and Events. The main search area includes a search bar with the text "Enter Search Term", an "Update Search" button, and a "Clear" button. Below the search bar, there are filters for "Search for" (All, Technologies, Needs), "Type", "Category", "Level of Development", "Organization", "Countries", and "Companies".

Four red arrows point from the sidebar filters to the corresponding filter panels on the right side of the page:

- From the "Category" filter to the "Category" panel.
- From the "Level of Development" filter to the "Level of Development" panel.
- From the "Countries" filter to the "Countries" panel.
- From the "Companies" filter to the main search results area.

The "Category" panel lists various medical and pharmaceutical categories, including Ageing, Analgesia/Anaesthesia, Animal Health, Bioinformatics/Software, Bone/Joint/Connective Tissue, Cardiovascular/Haematology, Dermatology, Diagnostic/Imaging, Drug Delivery, Drug Discovery/Screening, Endocrinology/Cytokines, Gastroenterology, Gene Therapy, Hospital & Surgery, Immunology/Inflammation, Infectious Disease, Liver Disease, Metabolism/Obesity, Neuroscience/Neurology, Nutraceuticals/Phytotherapeutics, Oncology, Ophthalmology, Oral Health, Otolaryngology, and Paediatrics.

The "Level of Development" panel lists stages: Early Stage, Preclinical, Clinical Trials, Phase 1, Phase 2, Phase 3, Preregistration, and Registered / Finished Product.

The "Countries" panel lists various countries, including Argentina, Australia, Austria, Belgium, Canada, China, Cuba, Denmark, Estonia, Finland, France, Germany, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Malaysia, Netherlands, New Zealand, Norway, and Poland.

The main search results area shows "Found 22998 results". A search result for "Development of MVT-5873 for the Treatment of Pancreatic Cancer" is visible, with tags for "Therapeutic", "Phase 1", "Gastroenterology", "Oncology", "Proteomics/Genomics", and "Diagnostic/Imaging".

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pharmalicensing.com
Partnering for the Life Sciences

Market

Update Search Clear

Search for

- All
- Technologies
- Needs

Recent

Type

Category

Level of Development

Organization




Countries

Companies

Jimmy Roh

Found 36 results from 4 companies

Sort by Relevance Newest

<p> Therapeutic Preclinical</p> <p>GLYCOSYL-ATTACHED OSPEMIFENE</p> <p>Korea University Research and Business Foundation South Korea</p> <p>Ospemifene according to this technology has a low cytotoxicity and an increased bioavailability. It can be used as a new type of medicine for diseases that are currently treated by the existing ospemifene.</p> <p> Proteomics / Genomics</p>	LICENSING OPPORTUNITY	 <p>University</p>
<p> Diagnostic Preclinical</p> <p>REFLECTION PHASE MICROSCOPE</p> <p>Korea University Research and Business Foundation South Korea</p> <p>The present invention is imaging technique that acquires information on both the intensity and phase of light from a target object based on light interference</p> <p> Diagnostic/Imaging</p>	LICENSING OPPORTUNITY	 <p>University</p>
<p> Therapeutic Preclinical</p> <p>Dual Beam Optical Coherence Imaging System</p> <p>Korea University Research and Business Foundation South Korea</p> <p>The present invention is non-invasively used for high resolution biomedical tissue., You can obtain a sectional image. It can be used for clinical or therapeutic purposes in dermatology, ophthalmology, internal medicine, and dentistry</p> <p> Oral Health</p>	LICENSING OPPORTUNITY	 <p>University</p>

Online Technology Marketing

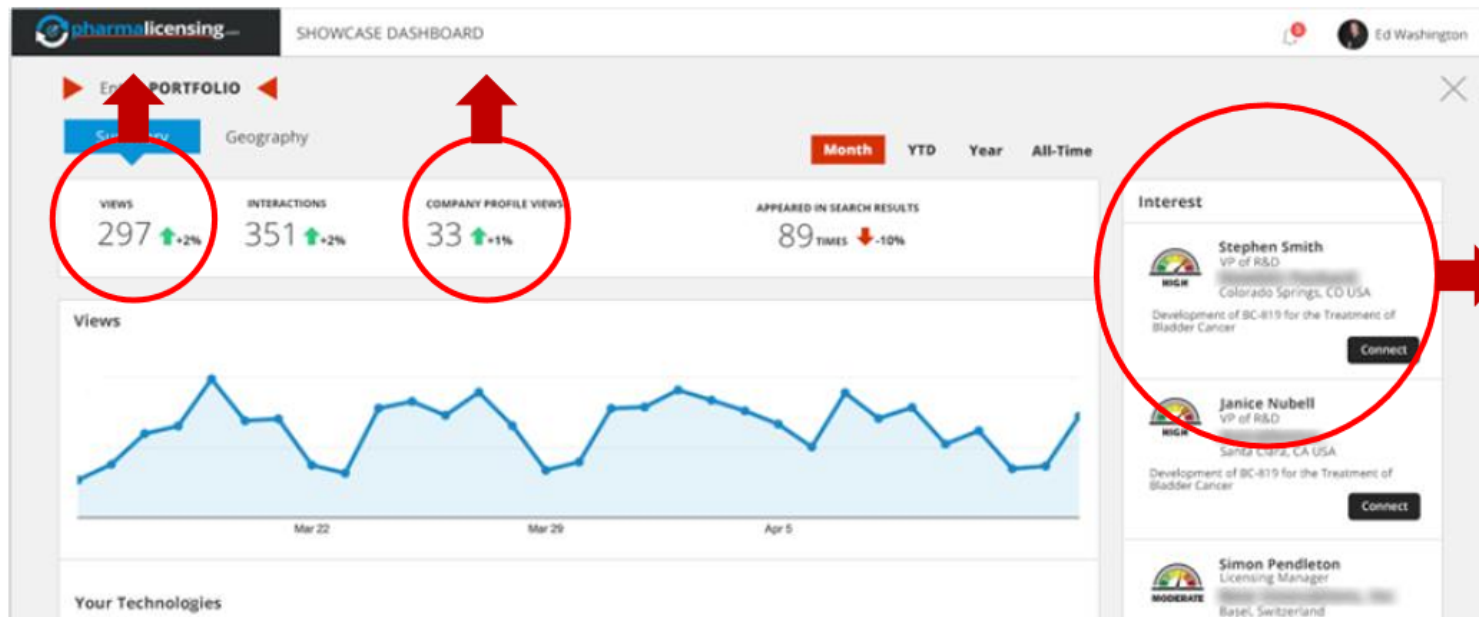
Potential Licensee는 간편한 검색으로 원하는 기술을 찾고 궁금한 사항에 대하여 바로 온라인상 질의가 가능

The screenshot displays the Pharmalicensing.com interface. The main content area features a 'LICENSING OPPORTUNITY' card for 'A Pharmaceutical Composition for Preventing or Treating Hearing Loss Comprising an Oat Extract as an Active Ingredient' from Chonnam National University. The card includes an abstract, an introduction/background section, and a description of the technology. A figure titled 'Figure 1. Hearing test for avenanthramide-C (AVN-C) in transgenic mice' is shown, with a timeline indicating AVN-C pretreatment at -12 or -24 hours and 95dB noise exposure at D0. An 'Inquire About This Opportunity' modal window is open, showing a form for participants (You and Mark McBride), subject, and message fields, with a 'Send Inquiry' button. The right sidebar displays the university's logo, location (Innovation Centre, York, YO10 5GA, United Kingdom), phone number (+44 1904 435190), and contact information for Mark McBride, Managing Director of Pharmalicensing of Pharmalicensing. A red circle highlights the 'Send Inquiry' button, and a red arrow points to the 'Chonnam National University Website' link.

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Admin Tool : www.pharmalicensing.com은 다양한 분류체계를 제공함으로써 User의 편의성을 증가시킨 플랫폼을 운영중이며, 등록된 모든 User에게 Newsletter와 Featured technology를 통해 Online Marketing을 시행 중에 있습니다.

- ❖ 일 단위로 views 수를 확인가능하며, 열람한 기업의 프로필을 확인 가능함



- ❖ 열람에 이어 관심도를 나타내는 업체가 구체적으로 명시됨
- ❖ 해당 업체에 대해 수행기관 및 과제 기관 모두가 직접 커뮤니케이션 시도가 가능함
- ❖ 미국내 컨설턴트는 주기적인 리포트를 통해 향후 전략에 대해 상호교환적 논의

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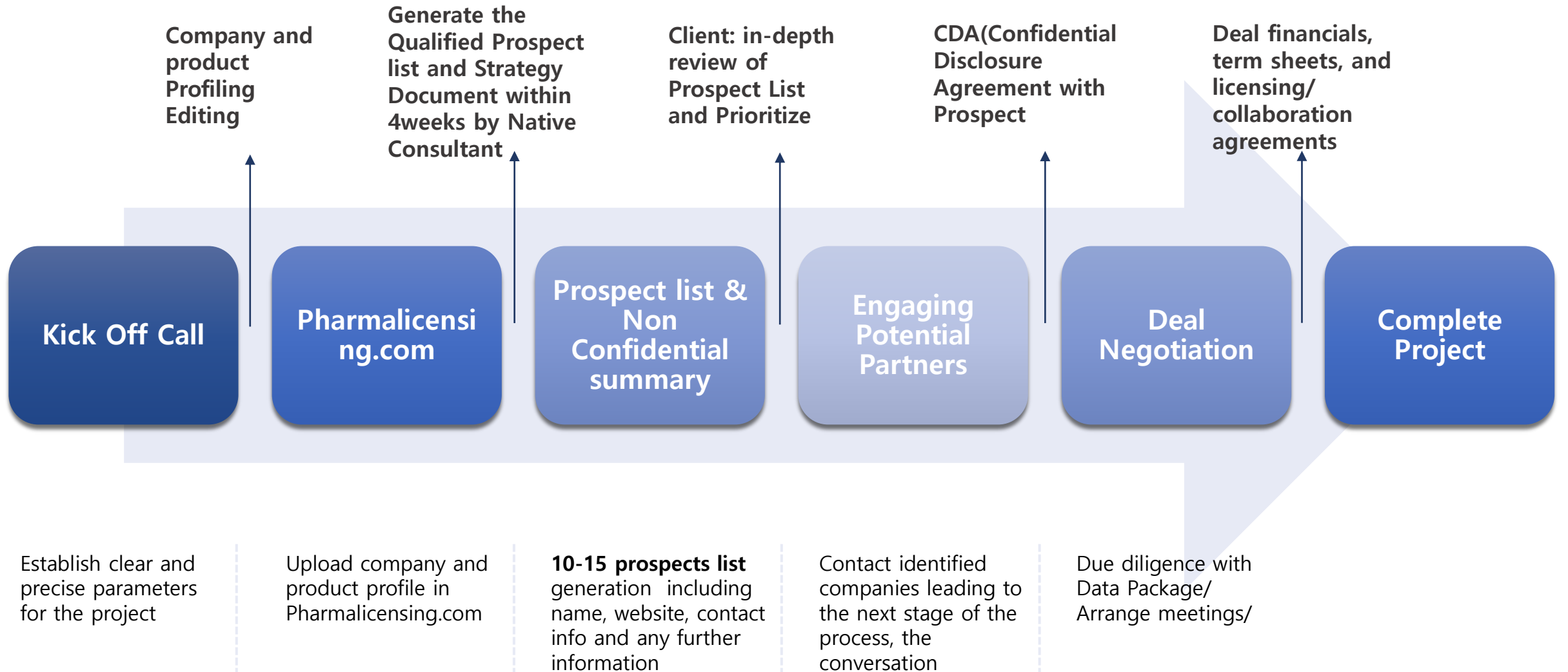
Methodology & Action Plan

- Semi Partner Search Service



Process for Semi Partner Search

- IIDC Global은 단계별 접근 방식을 통해 고객의 해외 사업화를 위한 전략 컨설팅 지원 및 사업개발과 사업화 추진



Thank **YOU**

노경환 상무, IIDC Global Inc.
Jimmy.roh@iidcglobal.com