



Biotech Outsource Strategies

BOS Consulting | BOS Events

BIO²BUSINESS

FACILITATING BIOPARTNERING

Bio2Business Ltd Key Facts

Bio2Business is a leading business development organization uniquely positioned as the commercial partner of choice for international contract research and manufacturing companies (CRAMs).

Established in 2004
Bio2Business supports CRAM biopartnering by offering intelligent business development strategies including the [Biotech Outsource Strategies \(BOS\) Consulting platform](#) and [BOS Event Management](#).





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BOS Consulting: How can we help?

Whether you are a company looking to access and penetrate a new international market or an established player looking to increase your market share, Bio2Business can offer tangible ROI opportunities.

Targeted Business Development Service (TBDS)

Contract business development for service companies (typically CRAMs) looking to penetrate the UK, European and North American biotech markets. We can deliver:

- Specific focus on biotech outsource decision makers in discovery and development (preclinical & clinical, small molecule & biologics).
- Extensive database of biotech outsource executives.
- Execution of business development campaign based around your requirements and market positioning.
- Action plan built around our client capabilities and competence. Intelligence lead, systematic approach to identify and approach the target audience.

BOS Workshops

Series of workshops designed to facilitate exclusive positioning of your services by discipline. Currently BOS workshops are planned in the following areas:

- CMC (Chemistry, Manufacturing & Control)
- Legal Compliance Workshop
- Lead Generation / Optimisation

We can help position your service based business as a strategic outsourcing model or help networks of service providers looking to join forces to try and take a share of the market.

BOS Launcher

Designed to cater for new CRAM scientific innovation and increasing M&A activity in the service sector. We can:

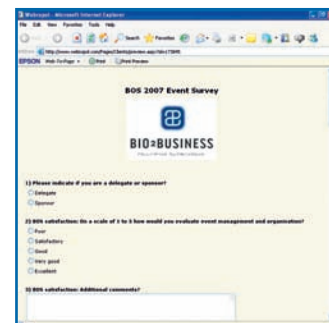
- Translate your new product services to the biotech community.
- Position new company acquisitions effectively.
- Communicate a new company message or change of direction.
- New webcast service can help you reach a global audience

Delivered via 1 day workshops, personalised market research and targeted e-marketing we can penetrate the precise market your new services and company are targeting.

Market Research

Working with communication experts, Bio2Business can provide biotech market insight and information through high specification research services.

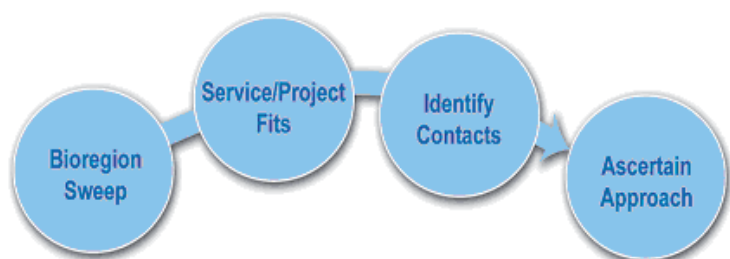
- Translated into analytical or interpretative results to give your business a real competitive advantage in the minds of your existing and future customers.
- High specification research tool which can be adapted to your specific requirements quickly and effectively.



Bio2Business Event Management

Full service event management product for clients interested in facilitating their own events and partnering days.

- Speaker program build and recruitment
- Venue identification
- Web build
- Registration facilitation
- Delegate recruitment
- On day logistics
- Pre and post event marketing
- Electronic partnering facilitation via software partner
- Post event report publication
- Post event survey





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EVENT MANAGEMENT

Biotech Outsource Strategies (BOS) Events

BOS Events are dedicated to building a series of international partnering events across the drug development continuum. After our successful launch of the BOS event in 2006 we held BOS2007 at the Royal College of Physicians (RCP) in London.



Primarily BOS delivers:

- Niche partnering environment which will help international biotech identify outsource partners and CRAMs source new business opportunities.
- Qualitative audience – we put a lot of resource, time and energy into recruiting support from senior R&D biotech executives and reliable, high quality CRAMs.
- Sophisticated electronic partnering software to organise 1:1 meetings on the day in private meeting rooms.
- Knowledge transfer and opportunities to learn about outsourcing best practice from fellow industry professionals.
- Refreshing formula for companies to meet and initiate relationships.

Independently commissioned market research from past BOS Events shows strong support for the BOS concept of targeted, niche partnering meetings. In terms of event management, facilitation of meetings/communication and delivery of new business relationships we have been rated Excellent or Very Good in the high percentage of cases. We also see a strong positive trend from 2006 to 2007 scoring more “top mark” (excellent ratings) in 2007 in all but the “developing existing relationships” category.

*For more a more detailed summary of BOS Market Research please see inserts.



Some testimonials from BOS Delegates:

'Absolutely spot on for my company – a lot of our key CROs were present, as well as meeting new faces and some old ones! A great day'

Andrea Walmsley, Discovery Chemistry Manager, Sosei R&D Ltd.

'Was able to see lots of new contacts for relatively little expenditure of time'

Mike Reader, Research Associate, Astex Therapeutics

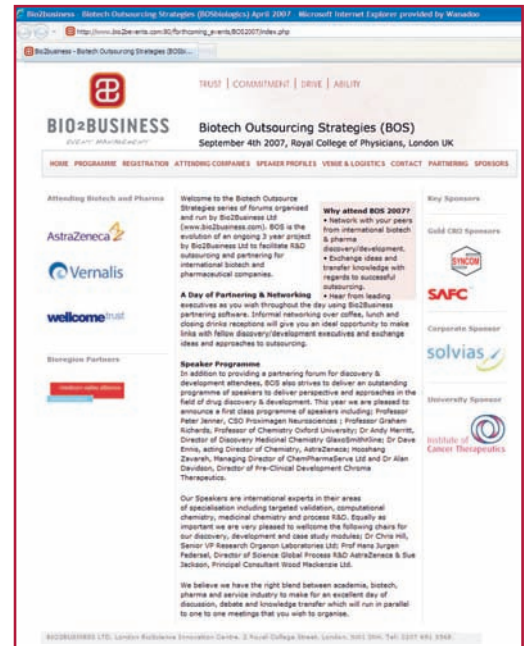
BOS Sponsors:

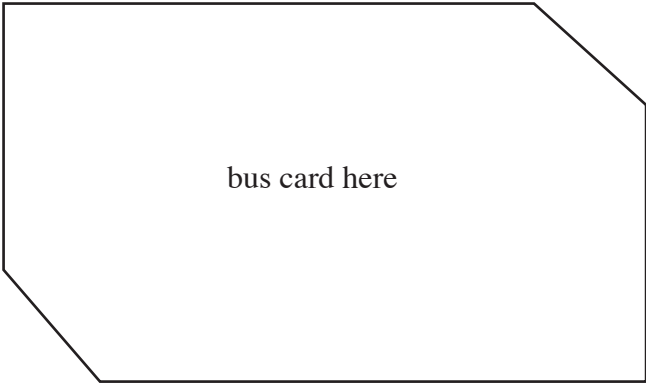
'Had several excellent discussions which resulted in follow-up meetings'

Allan Malcolm, BD Manager UK & Ireland, Novasep Synthesis

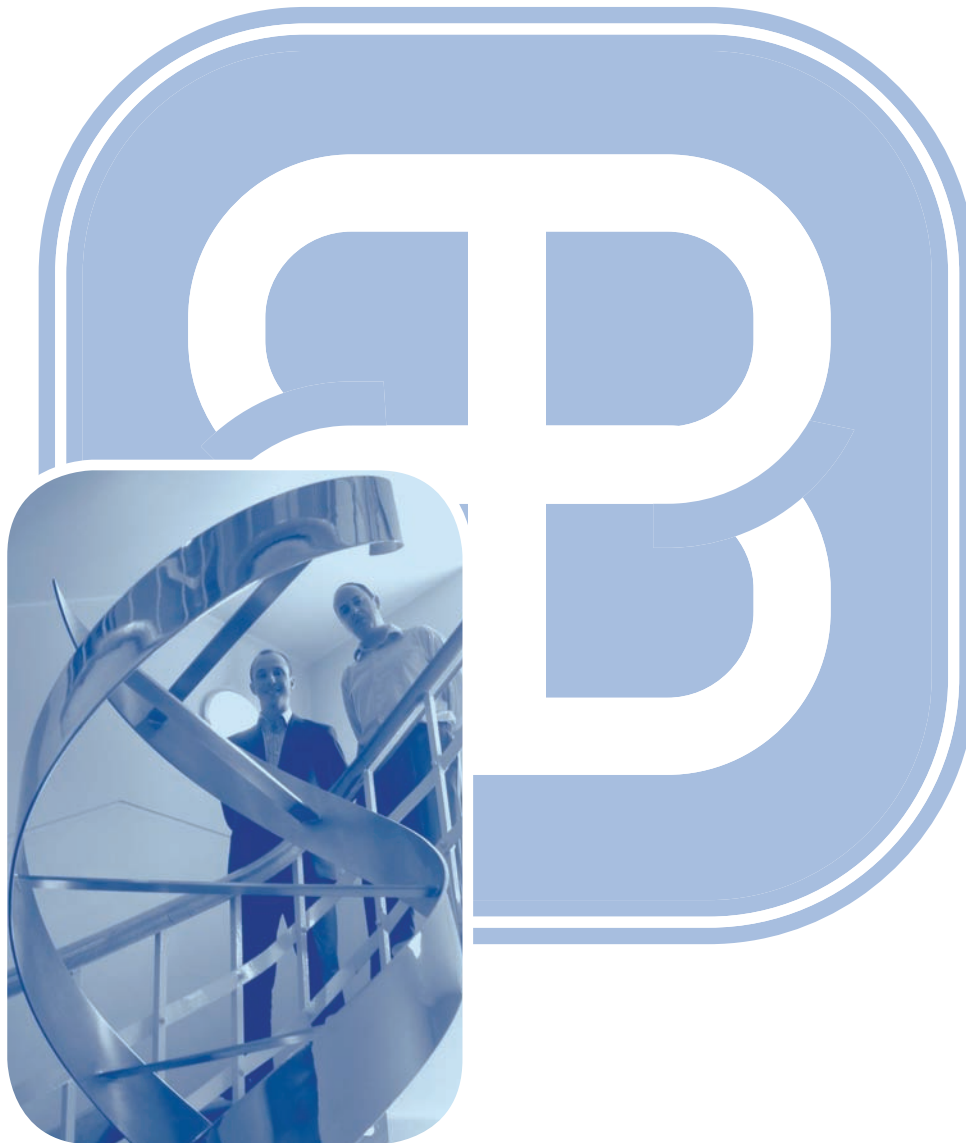
'A good selection of companies attended that gave excellent networking opportunities. From my perspective it hit the very market we see as our core business'

Phil Cotterill, Business Development Manager, Excelsyn Molecular Development Limited





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Contact Details

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