



# Business Models Life Science Perspectives

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# Business Models Life Sciences

*“No Single Business Model of Success”*

- Models may vary within company based upon customer segment “unmet needs”
- Payment often relies upon 3<sup>rd</sup> party payers- Define decision maker
- Commercialization may be dependent upon FDA/regulatory approvals
- Value-based medicine
- Products could include diverse technologies digital health, medical devices, diagnostics and therapeutics
- Models must readily pivot and adjust in response to environmental changes

# Single Technology: Novel Drugable Target: Multiple Models

## Revenue Long-Term

Develop Drug or Therapeutic Medicines based upon the Novel Target

*Use the diagnostic as a metric to screen and discovery new drugs that can modulate specific genes/proteins associated with disease states*

## Revenue Mid-Term

Develop a diagnostic assay that measures the changes within Novel Target

*Develop a test to measure change in genes or proteins in disease vs normal patients samples*

## Revenues: Short Term

Sell research tools and Reagents that enable basic scientists to study the Novel Target

*Synthetic genes, proteins, peptides sold for bench scientists*

# Defined by Company Strategy/ Resources

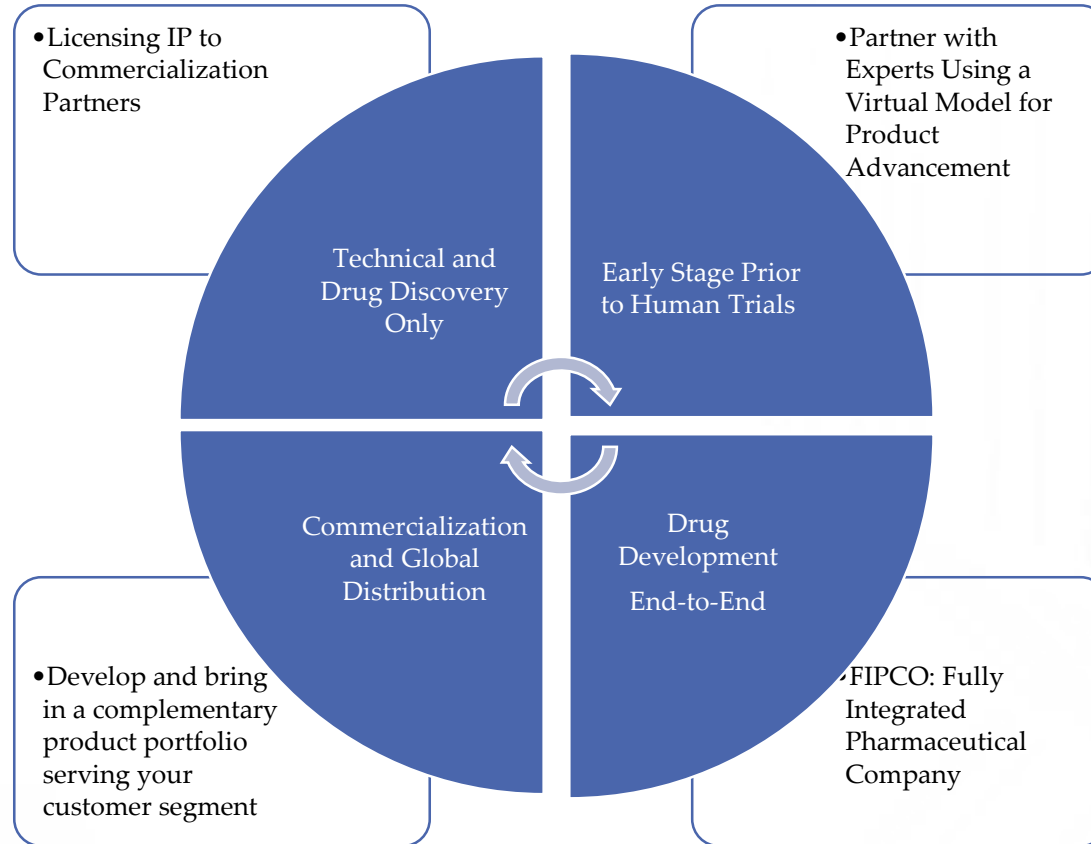
## Risk / Return Slope



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# Match Core Competencies with Model

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# Example of Virtual Partnership Model

## Virtually Integrated Pharma Company (VIPCo)



Lean Management

### Value Proposition:

- The experts in bringing drugs to the global market through greater operational flexibility
- Rent.... Don't own!

### Value Chain:

- Strong but very lean management team that outsources most if not all aspects drug development, manufacturing and distribution

### Revenue Generation Model:

- Own IP and clinically develop drug to point that pharma interested in buying it or sell drug themselves

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# Thank you!

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