

Guidebook to Partnering

About the BIO Partnering System

The BIO Partnering System is an online intelligence and communications system, developed by BIO to meet the unique needs of the life science business development, licensing, and research communities. It features customized tools that enable attendees to promote their companies and licensing opportunities, conduct detailed searches to identify prospective partners, and communicate with parties of interest to pre-schedule meetings for BIO's partnering conferences.

The Partnering Process

The BIO Partnering System is comprised of six sections or components

- Partnering Home
- Get Started
- Search
- Shopping Cart
- Message Center
- Schedule

Most sections include an introduction and FAQ page that outlines the key features of the section and provides instructions for utilizing them. The following is an overview of the sections identified above.

Partnering Home

The partnering home page provides a dashboard view of the key information that companies need in order to participate effectively in the partnering process. It is divided into two sections.

The "Quick Links" section provides easy access to the most important features of the system. Direct links for publishing company, individual, and project profiles are provided in this section, as are links for researching partnership opportunities. This section also highlights new features and relays important messages.

The section titled "My Partnering Activity" highlights the key data points that companies need to monitor while engaged in the partnering process. The Message Center links make it easy for participants to determine when new messages and meeting requests arrive, and

provide a quick tally of the number of meetings requested, and waiting to be scheduled. This section also lists the most recent companies to register for the conference, which helps participants to get a quick idea of the new partnering opportunities that may be available.

Getting Started

The "Getting Started" section comprises the steps that companies must complete in order to participate in the partnering process.

The corporate profile is the focal point a company's participation in partnering. Companies that previously requested a presentation slot will find that their partnering profile is the same as the one submitted during the process of requesting a presentation slot. Companies participating only in partnering enter their company profile via the partnering system. All companies - even those that requested a presentation slot - should review and publish their company profile through the partnering system as soon as possible. Special attention should be paid to the publishing requirement, as profiles are not fully visible in the search system until they are published. A company that fails to publish its profile will not be able to take full advantage of the opportunities available in the partnering system.

In addition to the company profile, it is important that each participant ensure that his individual profile is up to date, and that his availability for meetings has been set. The "Getting Started" section provides links for both. It is particularly important the each participant's availability is entered, as partnering meetings cannot be scheduled for participants who have not entered their availability.

The "Getting Started" section also provides links for companies to create and manage licensing project profiles. Licensing projects are products and technologies that participant companies are interested in buying (in-licensing) or selling (out-licensing). Once published, projects are made available in the search system for potential partners to research (projects may be listed anonymously). Each project profile comprises a wealth of information about the subject product or technology, all of which is searchable in the partnering system. Companies that have participated in other BIO events may also import projects entered for those events, thereby making it easier to become fully engaged in the partnering process.

Search

The search section provides powerful tools for researching partnership opportunities. The keyword search feature allows participants to search the entire database of companies, projects and delegates with a single click. A directory of participating companies, lists of recent company registrants, and tools for filtering companies by geographic location and clinical focus are also provided. The licensing project search feature allows users to execute highly targeted searches of the project database by filtering for project type and licensing, entering keywords, and defining specific criteria for each profile attribute. The search section also includes tools for searching the directory of company delegates.

Within search results, convenient links are provided to add an item to one's shopping cart, and to request a meeting with a potential partner.

Shopping Cart

The Shopping Cart provides a convenient mechanism for organizing partnership opportunities of interest. While browsing search results, users may add prospects of interest to their Shopping Cart for later review. From the Shopping Cart, users can review company and project profiles, and request meetings. A pipeline view of the projects in the Shopping Cart is also available.

Message Center

The Message Center is the hub of the BIO Partnering System. Within this section, participants send, reply to, and track meeting requests. The Message Center provides convenient features for organizing and managing meeting requests.

Schedule

The schedule section provides a list of the important deadlines in the partnering process, and provides access to participant calendars. Partnering meetings are scheduled by BIO based on the mutual availability of the designated participants. BIO assigns a date, time and location for those meetings appearing under "Meetings to be Scheduled." The status of a meeting request changes from "Pending" to "Agreed" once both parties have agreed to it.