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# Case Study

# CS. 1

Cooperation between a medium-sized pharmaceutical company (MP) and a medium-sized biotech company (BC)

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<b>Situation</b>	Medium-sized pharmaceutical company (MM) mainly sells “me too” products in Germany with increasing focus on self-medication / direct payers. The foreign parent company was a market leader in orthopedics in the past. However, the product pipeline is no longer sufficient. Sales and marketing have a market presence and are professionally managed. Excellent contacts and expertise within the target group	have existed for many years. The medium-sized biotech company (BC) was quoted on the stock exchange and eventually filed for insolvency. Its successor company concentrates on orthopedics with an innovative product. Sales and marketing are poorly developed however.
<b>Goal</b>	<ul style="list-style-type: none"><li>• Establish sales cooperation</li><li>• Combine the two companies’ areas of synergy: innovation for MP pipeline and sales and marketing for BC, and strengthen both partners in the marketplace</li></ul>	<ul style="list-style-type: none"><li>• Position the BC product with S&amp;M expertise and sales capacity</li><li>• More promising future prospects for both partners</li></ul>
<b>Strategy and measures</b>	<ol style="list-style-type: none"><li>1. Execute due diligence of BC in S&amp;M as well as R&amp;D to analyze product strengths and weaknesses</li><li>2. Presentation of the product idea to MP and evaluation of the chances of realization</li><li>3. Presentation of a defined cooperation procedure to BC</li><li>4. After both partners agreed, first meeting with presentation of the two companies and the cooperation idea</li><li>5. After both companies have agreed in principle, confidentiality agreement and evaluation of the product by MP research</li></ol>	<ol style="list-style-type: none"><li>6. Preparation for a meeting at the parent company</li><li>7. Meeting of the executive management and R&amp;D of all parties involved from the medium-sized pharmaceutical company and the BC</li><li>8. Letter of intent for sales cooperation in the form of market research and initial customer contacts by six key account managers from MP, training and materials coming from medium-sized biotech company (BC)</li><li>9. Market launch</li></ol>
<b>performance</b>	All strategy steps and the basic approach towards cooperation and the underlying concept have been initiated, conducted and implemented by the management of performance GmbH.	

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