

## The perfect Term Sheet

The interactive case study seminar offering a unique learning experience for business development

### Highlights

- Drawing up a proposed first term sheet
- Working through a specific example of a case study
- Evaluating the results of a due diligence investigation
- Analysis of your own interests
- Analysis of your partner's interests
- Clarification of critical negotiation themes in the negotiating team
- Preparation work for negotiations
- Presentation of the term sheet to partner

### Speakers

- Jacobus van Vliet
- Kirsten Vonde
- Alexander Oehmichen
- Lars Börger
- Christian Kanzelmeyer
- Ulrich Koch

### Date/Venue

- 28 - 30.10.2019
- Berlin

### Distribution list

- Licence Managers
- Business Development Managers
- Controllers
- Managing Directors

## Concept & Content

### The perfect Term Sheet 28 - 30 October 2019

For the sixth time now, the Pharma-Lizenz-Club Deutschland (PLCD) will be hosting the interactive case study seminar with the title "The perfect term sheet". The objective of the seminar is to simulate one of the most important situations in the negotiation process, using a case study to make the exercise as realistic as possible. Once the results of a due diligence investigation have become available and a financial evaluation of the value of the project has been carried out, the course participants, who will be divided into smaller sub-groups, will be asked to produce a concrete bid in the form of a term sheet. The goal will be to make a convincing enough case for the licensing partner to progress into the next round of negotiations, whilst at the same time staying true to the priorities of their own management. At the end of the exercise, one of the groups will be chosen by our resident experts as winner.

The seminar is intended to help you and your organization

- to develop the structure and content of your first proposed term sheet
- to simulate critical questions in the development of a negotiation strategy
- to understand the conflict between the interests of your partner and your own interests, and to address this in the term sheet
- to establish a common position within your own negotiating team
- to understand the importance of alternative approaches to the financial package
- to master the dynamics of the negotiation situation

The seminar is aimed at employees from the pharmaceutical industry and the biotechnology sector who are either new to working in the area of Business Development or who advanced but would like to polish up their skills.

We have been able to attract some very experienced speakers, as well as a group of experts to address specific questions. All speakers and experts will take over realistic roles in the negotiation process and its preparation.

The presentations and the case study exercise will all be carried out in English. The seminar will be held in the Hilton Hotel Berlin, right in the heart of the city on the picturesque 'Gendarmenmarkt' square. Attached you will find an overview of the programme for the seminar, as well as a registration form. Please note that the number of persons taking part in the seminar is restricted to 16 in order to facilitate efficient group work.

## Programme

### The perfect Term Sheet 28–30 October 2019

#### 28.10.2019

5.00 pm	Plenary session: Start of seminar and time to meet the other participants
6.00 pm	Presentation: Introduction of our case study
7.00 pm	Plenary session: Dividing up participants into teams
7.30 pm	Dinner

#### 29.10.2019

8.30 am	Negotiation exercise/overview of agenda (van Vliet)
9.00 am	Presentation: Themes relating to authorization/regulation (Granzer)
10.00 am	Team exercise: Reflecting on the results of due diligence investigations
12.00 pm	Presentation: The legal framework of a term sheet (Oehmichen)
1.00 pm	Lunch
2.00 pm	Presentation: Term sheet guidance (van Vliet/Koch)
2.30 pm	Team exercise: The expectations of Goodbreath vs. the expectations of Golana
3.30 pm	Presentation: NPV calculation and Eccara business cases (Börger)
4.30 pm	Team exercise: Preparation of the financial package
7.00 pm	Dinner

#### 30.10.2019

8.30 am	Negotiation exercise/agenda (van Vliet)
9.00 am	Team exercise: Drawing up a term sheet
10.30 am	One-to-one meetings: Getting the agreement of your own management
11.00 am	Team exercise: Finalising the term sheet
12.00 pm	Lunch
1.00 pm	Plenary session: Presentation of the term sheets
3.00 pm	Plenary session: Selection of the "preferred partner"
4.00 pm	Final word and conclusion of seminar

## Testimonials & Comments

Former participants gave us the following feedback:

*"Very relevant to actual practice for Business Developers!"*

*"Excellent mixture of theory and practice. The case study gives you the chance to directly implement the things you have learned in a 'hands on' way."*

*"You learn here what you need for success apart from Excel."*

*"Outstanding case study, which perfectly simulated the complexity of BD deals. A MUST, and not only for all those who are new to BD."*

*"A very successful, interesting and above all interactive event."*

*"Very intensive seminar, practice-oriented and very varied content."*

*"Excellent mixture of presentations and practical exercises on BD!"*

*"Highly practice-oriented!"*

*"A very interesting and informative seminar covering the whole process of drawing up term sheets."*

*"A very successful, informative, interactive event which is also very well-suited to beginners in this area!"*



## Registration

### The perfect Term Sheet 28–30 October 2019

**Please mail your registration form to [stefan.luzar@plcd.de](mailto:stefan.luzar@plcd.de)**

Please enter your details in BLOCK CAPITALS:

Title, First name: ..... Surname: .....

Your role: ..... Your department: .....

Your company name: .....

Street: ..... Post code: ..... Town/city: .....

Country: ..... Phone: .....

E-mail: .....

I am new to the area of Business Development & Licensing.  YES /  NO  
I have been working in the area of BD & L for \_\_\_\_ years.

**Costs:** For **members of PLG/HLG/PLCD** the course fee is **€ 1.600** plus VAT - EARLY BIRD until September 27<sup>th</sup>, 2019. From September 28<sup>th</sup>, 2019 the course fee is **€ 1.800** plus VAT (This includes lunch and dinner, drinks and snacks during the course, and a copy of all course information, as well as a certificate confirming participation.) For **NON members of PLG/HLG/PLCD** the course fee is **€ 2.200** plus VAT - EARLY BIRD until September 27<sup>th</sup>, 2019. From September 28<sup>th</sup>, 2019 the course fee is **€ 2.400** plus VAT.

**Payment:** Bank transfer to PLCD, quoting the **reference "PLCD Seminar 02-2019"**, IBAN: DE30370501981934324599, BIC (Swift-Code): COLSDE33XXX, Sparkasse KoelnBonn, Hahnenstr. 57, 50667 Köln, Deutschland (Germany) **by October 18<sup>th</sup>, 2019**

**Venue:** Hotel Hilton Berlin, Mohrenstrasse 30, 10117 Berlin, Germany  
Tel: + 49 (30) 20 230, Fax: + 49 (30) 20 23 42 69, [www.berlin.hilton.com](http://www.berlin.hilton.com)

#### **Journey and hotel accommodation**

Participants are requested to make their own hotel reservations. We have reserved a limited number of hotel rooms in the Hilton Hotel Berlin. When you make your reservation, please quote the reference "PLCD - Pharma Lizenz Club" in order to benefit from our special conditions. Costs for the hotel stay are to be paid by participants on their departure.

#### **Cancellation or withdrawal**

If you need to cancel your registration up until 30 days before the date of the event, we will not make any charge for cancellation. For cancellations received between 30 days and 14 days before the start of the event, we will charge a processing fee of 50% of the seminar fee (plus VAT). In the case of later cancellations (from 14 days before the start of the event onwards), the full fee for the event will be charged. A substitute candidate may be sent to the event at any point in time.

**Please send or fax this form by latest October 14<sup>th</sup>, 2019 to:**

Pharma Lizenz Club Deutschland e.V. | Geschäftsstelle | Herrn Stefan Luzar | Argelanderstrasse 130 | 53115 Bonn | Tel: +49 (0)228 – 24 23 546 | [stefan.luzar@plcd.de](mailto:stefan.luzar@plcd.de) | [www.plcd.de](http://www.plcd.de)