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REUTERS/Yuriko Nakao



COVANCE MARKETPLACE: CONNECT RIGHT FROM THE START

New drug discovery is stopped dead in its tracks if the biotech companies that own the molecules can't connect with the pharma companies that have the resources and knowledge to further develop the promising ones. And that can mean the end of a program – and potentially the end of the line for the biotech. Moreover, the larger pharma companies potentially lose out on drug candidates that could bolster their pipelines, and patients ultimately might not have access to life-saving medicines. Now, Covance, the world's most comprehensive drug development company, has introduced another of its Solutions Made Real™ – this one designed to make sure biotech companies and Big Pharma make each other's acquaintance early in the development of new pharmaceutical compounds.

It's called Covance MarketPlace and quite simply it's an exclusive network of large and small biopharmaceutical companies looking to license or collaborate on the development of molecules. Covance MarketPlace gives members line of sight to molecules at the IND/CTA-enabling, first-in-human or proof-of-concept phase, so biotech firms won't have to rely solely on venture capitalists to guide their advancement, and pharma companies will have an additional channel to monitor for available and potentially unique drug candidates. In addition, Covance can provide biotech members of Covance MarketPlace with developmental guidance on polishing the asset package they want to present to potential partners. All in all, Covance MarketPlace is an elegant solution that connects the portfolios of Covance's biotechnology clients with select pharmaceutical partners looking for innovative molecules – backed by high quality and regulatory-compliant data, all in a secure online network.

"We have a database of clients we work with that includes more than 500 biotech companies, most with molecules in the pre-clinical stages of development," says Covance's Solomon Babani, Global Vice President, Alliance Management. "We can help those companies bridge the gap when looking to partner with larger biopharma companies."

MARKETPLACE PULLS THE RIGHT PARTNERS TOGETHER

Covance Inc.'s MarketPlace, one of its most recent Solutions Made Real™, is actually part of a much greater transformation in the way the company interfaces with the biotech community. "A unique quality of Covance is our global capabilities, which allow us to provide support and solutions across the drug development continuum," says Pete Varney, Global Vice President, Alliance Management. "We can provide project continuity and molecule management that no other contract research organization can."

Covance is the world's most comprehensive drug development company. The brand-new Covance MarketPlace enables Covance's emerging biotechnology and established pharmaceutical clients to easily find and forge new partnerships in a secure and exclusive forum.

"Many biotech companies were founded on novel science," Mr. Varney explains, "and didn't pay as much attention to payers or to the competitive landscape." Companies that rely on Covance, however, can also access its consulting group, Covance Market Access, for guidance on which particular indications to target. "Why not go after the compound with less competition or a better opportunity to be covered by insurers?" he asks.

Steve Street, Vice President and General Manager of Covance Early Development, adds that Covance can "proactively guide clients in the design of programs that link robust preclinical strategies to optimized clinical plans to improved product labels."

That's because Covance is the only CRO that offers services from the earliest stages of drug development through Phase III trials and commercialization, and, Dr. Street notes, "being there throughout that continuum is a differentiator for Covance. When you partner with Covance, you can stay with a single CRO throughout the development continuum."



IT'S DANGEROUS AND EXPENSIVE TO GO IT ALONE

Drug discovery is no place to go it alone.

Conventional wisdom states that a pharmaceutical company will spend about \$2 billion on average to bring a new compound to market – a process that may take up to 15 years. Indeed, a recent article on the Forbes.com website crunched some numbers and came up with an even-more-eye-popping range of \$4 billion to \$12 billion – for just one new drug.

Note that the high end of that range is, the Forbes article pointed out, “as much as the top-selling medicine [has] ever generated in annual sales.”

In addition, the Food and Drug Administration reports that a drug in Phase 1 testing has only an 8% chance of reaching the market. A single trial, Forbes adds, can run up to \$100 million, and simply manufacturing and testing a compound can cost \$1 billion.

Are you sure you don't want some assistance?

SUCCESS BEGINS WITH THE RIGHT CONNECTION

The quality of the biotech firms a pharma company partners with is key to the success of the connection. The same goes for the quality of those pharma companies, by the way.

That's why participation in the brand-new Covance MarketPlace, an online network that enables Covance's emerging biotechnology and established pharmaceutical clients to find and forge new partnerships in a secure forum, is limited to only those companies with which Covance has relationships.

Biotech clients either have to have or commit to a managed program of work, or meet certain financial thresholds of awarded projects to qualify for entry. “We want clients of significance,” says Mr. Babani, “so we can be confident about placing their molecules in Covance MarketPlace.”

Major players – including Eli Lilly and Company, Sanofi, Bayer and others – will be watching. To date, Covance has more than a dozen biotechs that have committed to Covance MarketPlace. And the number will continue to grow rapidly – as evinced in the enthusiastic responses of interested companies.



A LOOK INSIDE COVANCE MARKETPLACE

Interested parties can find your molecule listing via easy-to-use search functions for key attributes, including:

- Name
- Description
- Mechanism of action
- Phase of development
- Compound class
- Therapeutic area

The screenshot shows the 'Asset Provider' interface. On the left is a sidebar with a 'Drug Summary' menu and sub-items: 'Legal Status', 'Development', 'Description', 'Label Insert', and 'Finish'. The main area contains a 'Drug Summary' form with the following fields:

- Compound Family: --Compound Family--
- Therapeutic Area: --Therapeutic Area--
- Therapeutic Sub-Area: (empty text field)
- Stage of Development: --Stage of Development--
- Preferred Deal Structure: --Preferred Deal Structure--
- Breakthrough: --Breakthrough--

At the bottom of the form are 'Previous' and 'Next' navigation buttons. The user's name 'Brian O'Dell' is visible in the top right corner.

Covance MarketPlace participants can:

- Establish a secure user account requiring valid login credentials
- Enhance your visibility to companies seeking new development candidates
- Tailor search capabilities to put focus on your molecule's strategic attributes
- Direct communication from interested parties accelerates strategic discussion

The screenshot shows the 'Asset Seeker' interface. A central dialog box titled 'Connect To Provider' is displayed, with the message: 'Thank you for connecting with a Covance Marketplace Provider. The provider has been informed you wish to connect.' and an 'Okay' button. The background shows search results for 'Breo Ellipta' and 'Invokana'. The 'Breo Ellipta' entry includes a chemical structure, the name 'Breo Ellipta', the provider 'GlaxoSmithKline, Inc.', and details like 'Therapeutic Area: Cardiology/vascular', 'Family: Not Specified', 'IP Status: Not Filled', and 'Date Added: 2 months ago'. The 'Invokana' entry includes a chemical structure, the name 'Invokana', the provider 'Janssen Pharmaceutic...', and details like 'Therapeutic Area: Cardiology/diabetic...', 'Family: Not Specified', 'IP Status: Not Filled', and 'Date Added: 2 months ago'. At the bottom of the results are 'Working With COVANCE' logos.

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