



SERAPHIM

LIFE SCIENCES CONSULTING LLC

BUSINESS DEVELOPMENT & ADVISORY SERVICES

Seraphim provides life sciences companies with a new approach to business development consulting. We integrate technical and business know-how with a genuine appreciation resource limitations and competitive demands. Founded by industry professionals, Seraphim's experience covers the full scope of the life sciences industry, including:

Biologics & Biotechnology	FDA & Global
Gene & Cell Therapy	Regulatory Issues
Pharmaceuticals	Manufacturing & Outsourcing
Medical Devices & In Vitro Diagnostics	Technology / Product Assessment & Valuation
Contract Research & Manufacturing	Intellectual Property Development & Licensing
Genomics, Proteomics, Bioinformatics	Business Development & Finance
Research Tools & Products	Marketing, Distribution & Reimbursement
Research, Discovery, Preclinical, Clinical & Post-Approval Testing	

Business Development Services. Seraphim provides a full range of business development support including the following core services.

- ❖ Business, Technology, Market Plan Preparation & Review
- ❖ Presentation & Pitch Development
- ❖ Product & Partner Strategy
- ❖ Blind & Pre-qualified Introductions
- ❖ Market & Opportunity Assessment

We gladly partner with law firms, accountants and other consultants—extending their capabilities with our regulatory, industry and technical expertise. In all matters, our clients trust Seraphim's commitment to professionalism and discretion.

Trust, Commitment, Integrity, Results. At Seraphim, these are not just words, but the core of our professional life. We take great pride in being trusted advisors to our clients and our reputation among our peers. Every Seraphim team member is committed to each client's success. Regardless of the size of the project or scope of the relationship, we treat every client with absolute integrity.

“How many things are looked upon as quite impossible until they have been actually effected?”

...Pliny the Elder

Our Approach

Comprehensively Simple. We apply a few simple principles in our work: (i) Understand the big picture; (ii) Check the details; (iii) Verify critical assumptions; and (iv) Tie it all together. These principles were honed over years of due diligence and industry experience. We illuminate solutions, risks and value. Our methods drive comprehensive insights and analyses that deliver investable business plans and successful strategies. We tell you what you want to know directly, and we do it quickly and cost-effectively.

Business Development Packages

Business Plan & Pitch: Seraphim understands what it takes to successfully build a company, develop a product or sell a technology. Our combination of technology, business and operational experience can rapidly find weak spots in your plan and discover new strategies to unlock hidden opportunities. We can develop business plans that achieve your objectives and concisely articulate the real value and opportunity of your business. We can help you build and deliver winning presentations and prepare “no questions asked” due diligence packages.

Partner Quest: Whether it’s venture funding, vendors, alliance or licensing partners, Seraphim excels at rapidly locating and screening for the right partners. Our clients do not waste time with potential partners that do not have the necessary technology, business or cultural fit or the resources and motivation needed for success. When needed, we can help or lead negotiations worldwide. We can identify partnering opportunities on a disclosed or blinded basis, and will work for performance based compensation

Market Assessment: Seraphim can readily focus its expertise and network on developing market and opportunity assessments that are infused with the practical experience and judgment you can rely on. Our clients know that our data and analysis provide more than unfiltered survey extrapolations.

Strategy Development & Implementation: Seraphim can provide the qualitative and quantitative insights needed for entering or expanding a business opportunity. Our clients trust our ability to forecast needs and competition, as well as develop and help implement their strategy for success.

Examples of Our Recent Work

Assessment of Biomanufacturing Business Opportunities for a Global Chemical Company:

Seraphim helped develop market assessment for global needs, initiate interviews and partnering meetings with top executives at industry-leading biopharmaceutical companies, and prepare market entry business models and strategies.

Business & Development Plan Preparation: We were instrumental in drafting, editing and presenting dozens of business and product development plans for life sciences companies.

Multi-Client Business Planning: Helped develop landmark detailed projections of parenteral product pipelines and approvals through 2010, by molecule class, primary indication, and sponsor category. This analysis identified critical shifts not identified by major databases and market forecasts. Provided specific advice on company expansion plans to exploit findings.

Partner Location & Positioning: A struggling biopharmaceutical company engaged Seraphim to help find strategic partners for its technology portfolio. Within four months this company entered into negotiations with five companies.

Biotech Tracker™: Seraphim provided the regulatory and statistical analysis that provided the foundation for the Biotech Tracker™ objective approval probability scoring system used by market analysts worldwide.

The Seraphim Team

Our experts have proven track record in strategy and implementation. We bring the rare ability to integrate understanding of board level business objectives with technician level execution. Our experts have direct operating experience with every phase of product and company development.

The Seraphim Network — All the Issues, Worldwide

No one has all the answers. We bring the right expertise to every project by drawing upon the skills of a wide range of highly trusted collaborators. We stake our reputation on giving the best answer, every time by asking the right questions and knowing who can provide the right answers. Our network consultants offer proven domain expertise on nearly every business and technical aspects of developing and commercializing biopharmaceuticals, drugs, medical devices and research tools and services.

Strategic Alliances

Seraphim has established value added services and alliances that extend beyond our global reach and technical scope in business, regulatory, technical and domains.

Interested in Learning More? *In fast moving markets, there is no room for error or delay. Contact us today to learn how we apply deep experience and innovation to business development in client organizations. The following brochures are available upon request:*

- ❖ Services Overview
- ❖ Regulatory Consulting & Compliance Services
- ❖ Outsourcing Management & Consulting Services
- ❖ Business Development & Advisory Services
- ❖ Due Diligence Services
- ❖ Legal & Accounting Support Services