



Business Development/Pre-Contractual Phase

Business Development groups in large corporations evaluate hundreds of business opportunities each year, usually in collaboration with people from their Science-, Legal-, Patents- and Finance departments.

During the evaluation process, a substantial amount of confidential and non-confidential information is collected and stored – often redundant across different systems, departments and locations. Obtaining consistent, standardized, up-to-date information about business relations and opportunities, and ensuring that access to sensitive information is controlled, becomes very challenging.

To avoid costly legal disputes it is essential that compliance requirements are met and confidential information is handled properly.

Carizma makes it easy to implement a process that is transparent, consistent and compliant.

- All information and documents are stored and managed centrally within Carizma – transparently and consistently. Records retention policies are enforced using a standard document management system as a backend, e.g. Documentum®
- Relevant information about opportunities and business relations is readily available
- Different departments, like Licensing, Legal, Patents and Finance can share the same documents and information
- Access to this highly sensitive information is controlled and monitored by Carizma's extensive security system
- Each opportunity includes basic information including:
 - External partner(s) and their roles, e.g. patent holder
 - Internal and external contacts
 - Product/technology and associated patents
 - Participating divisions/business units
- Additional information can be captured, e.g.
 - Evaluation summary
 - Expected sales
 - Expected product launch
 - Dealbreakers
 - Therapeutic area
- Carizma includes approval workflows to authorize negotiations or contractual terms
- The status of an opportunity is tracked as it moves through the evaluation process, e.g.
 - Received unsolicited
 - Performing scientific review
 - Proceed to contract negotiationThis information is used for various reports, follow-up lists, performance indicators and dashboards