



Biotechnology
Innovation Organization

Medtech & Biotechnology Entrepreneurship Boot Camp

Presented by:

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#BIO2025

Medtech &
Biotechnology
Entrepreneurship
Boot Camp

De-Risking
Through
Strategic
Alliances

Maria Shepherd



What is a Strategic Alliance?



Partnership between two entities to achieve mutual goals



Both entities maintain autonomy while being contractually bound



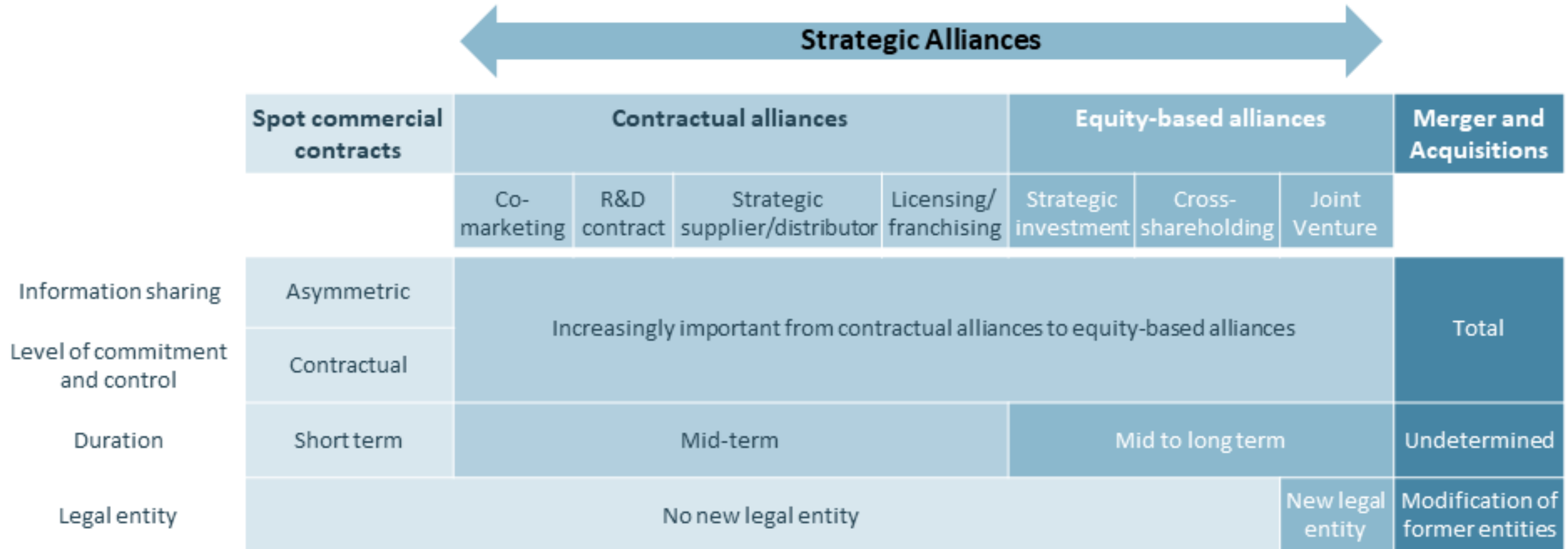
Long-term partnership that impacts core business objectives and reduces risk

**Joint
Venture**

Equity

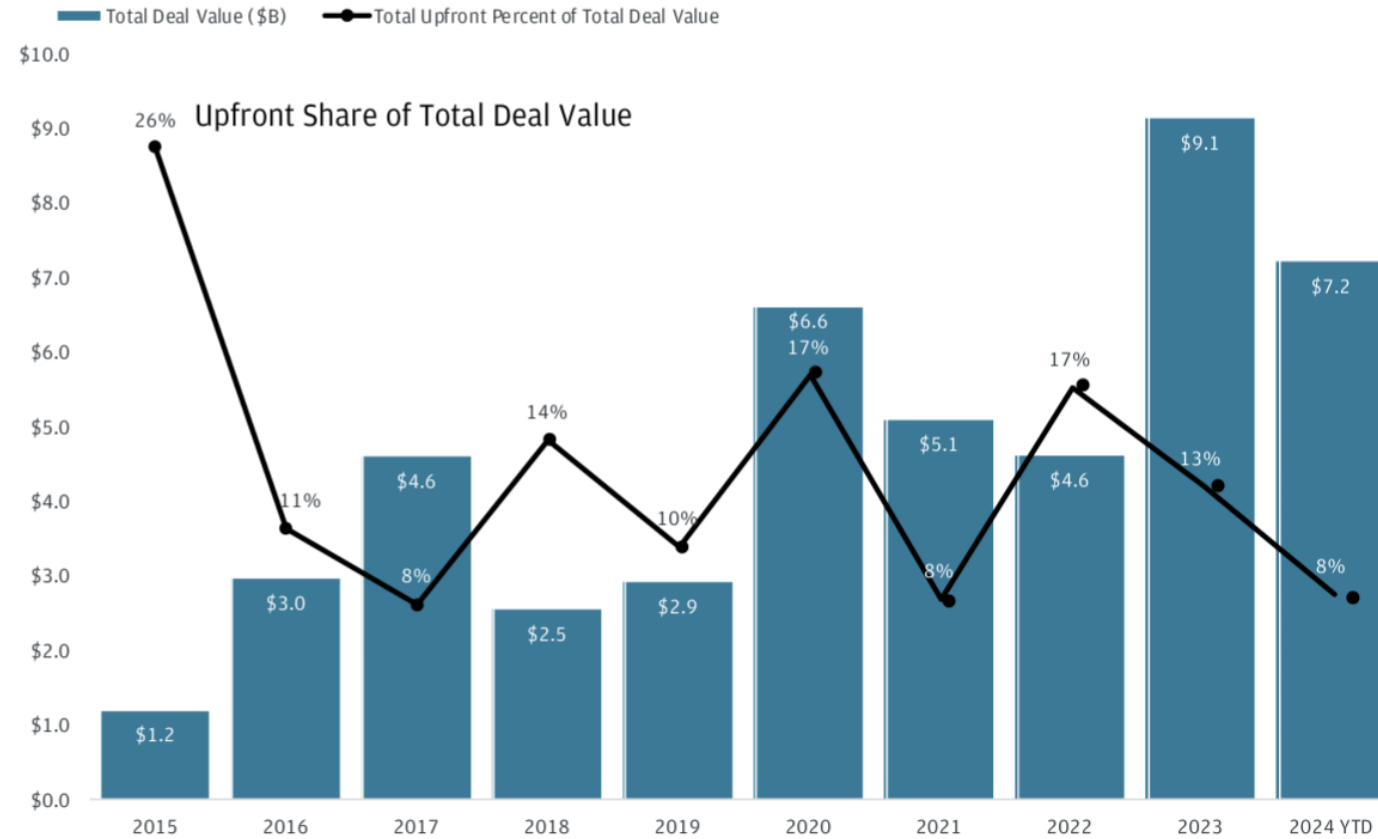
Non-equity

Strategic Alliances Forms and Definitions

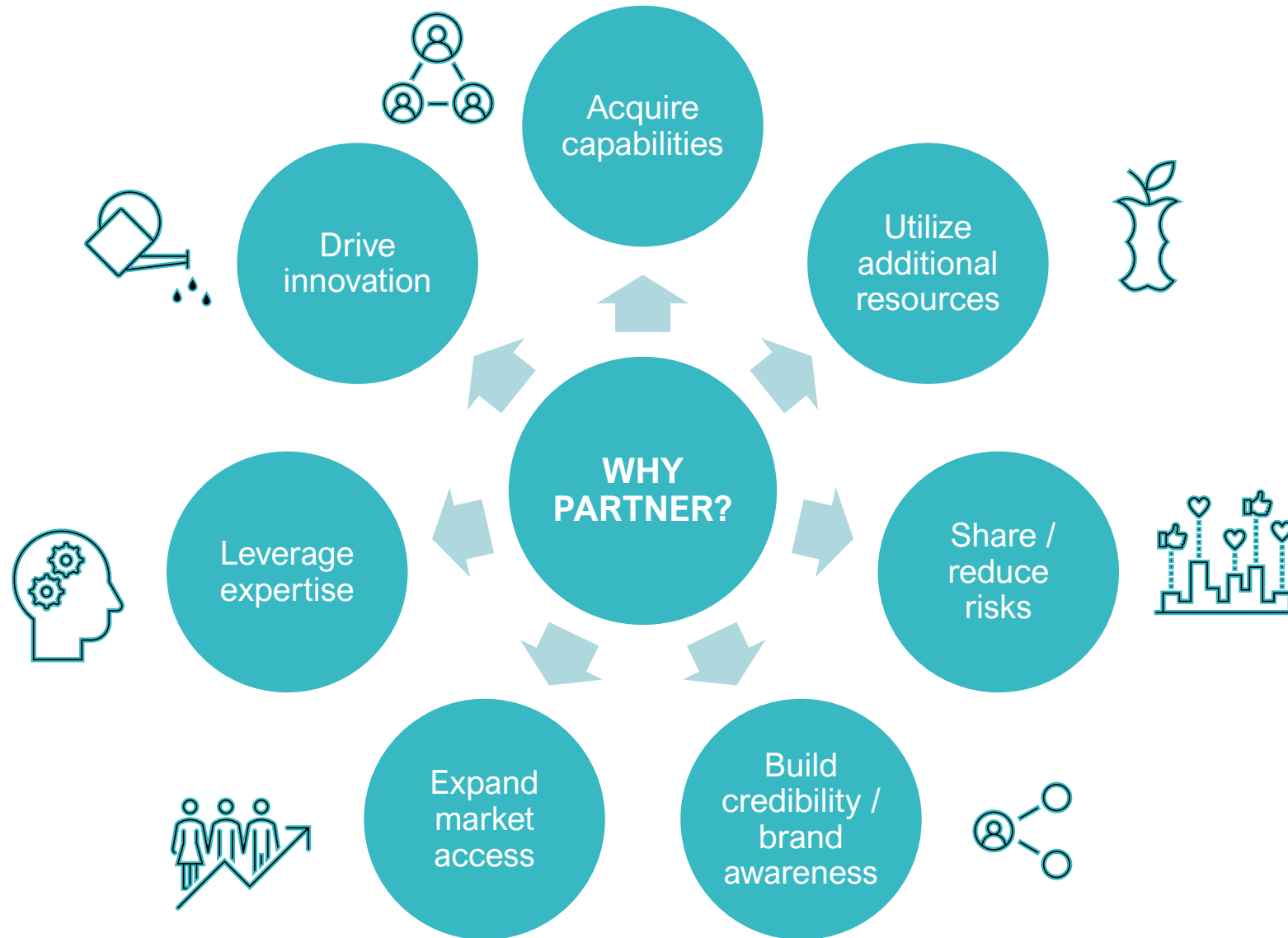


Medtech Partnerships Increased Over Time

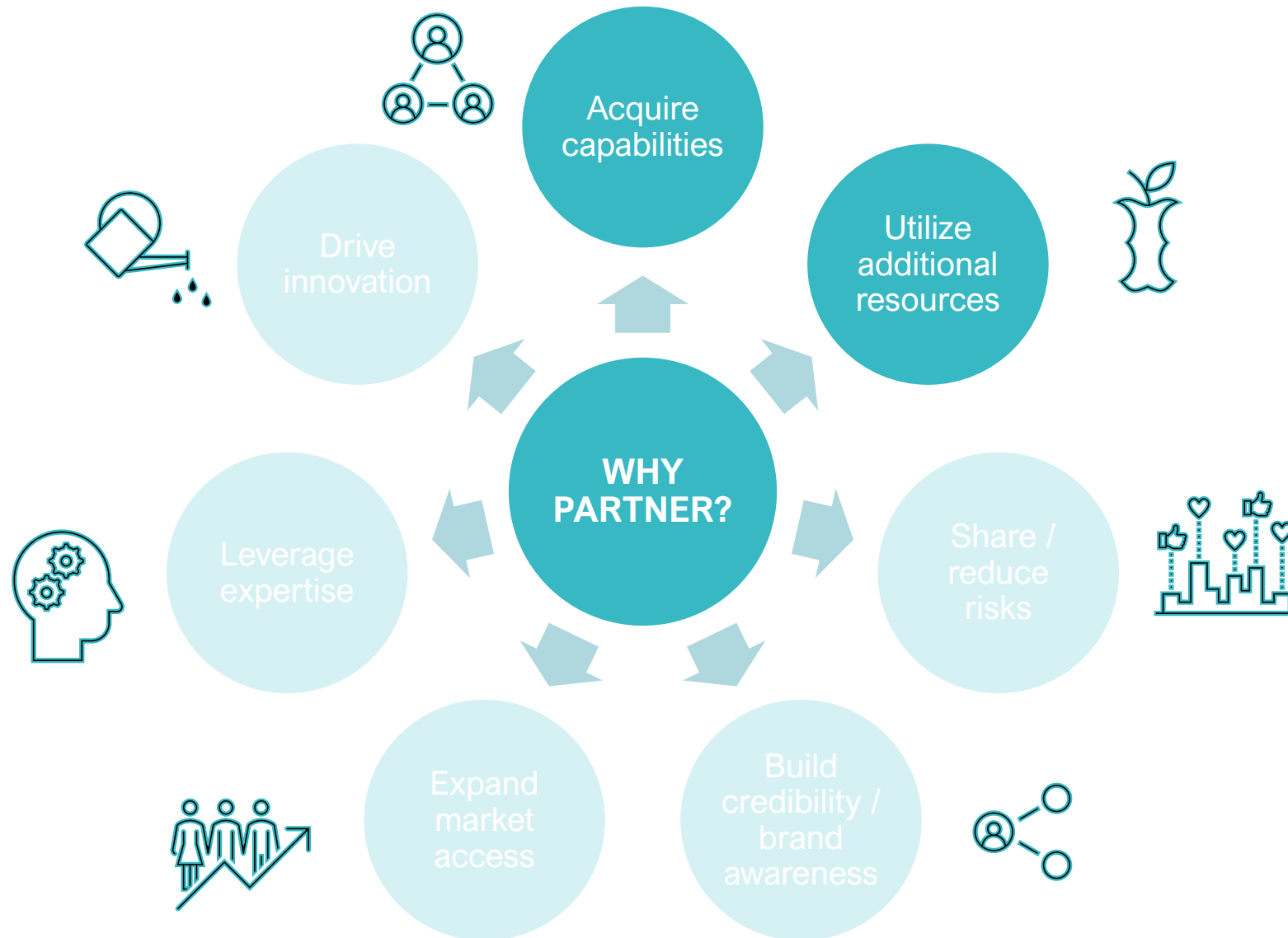
Medtech: R&D Partnership, Licensing, and Contracting Totals (\$B) and Percentage Upfront



A Startup May Use Strategic Alliances to Accomplish Company Development Goals



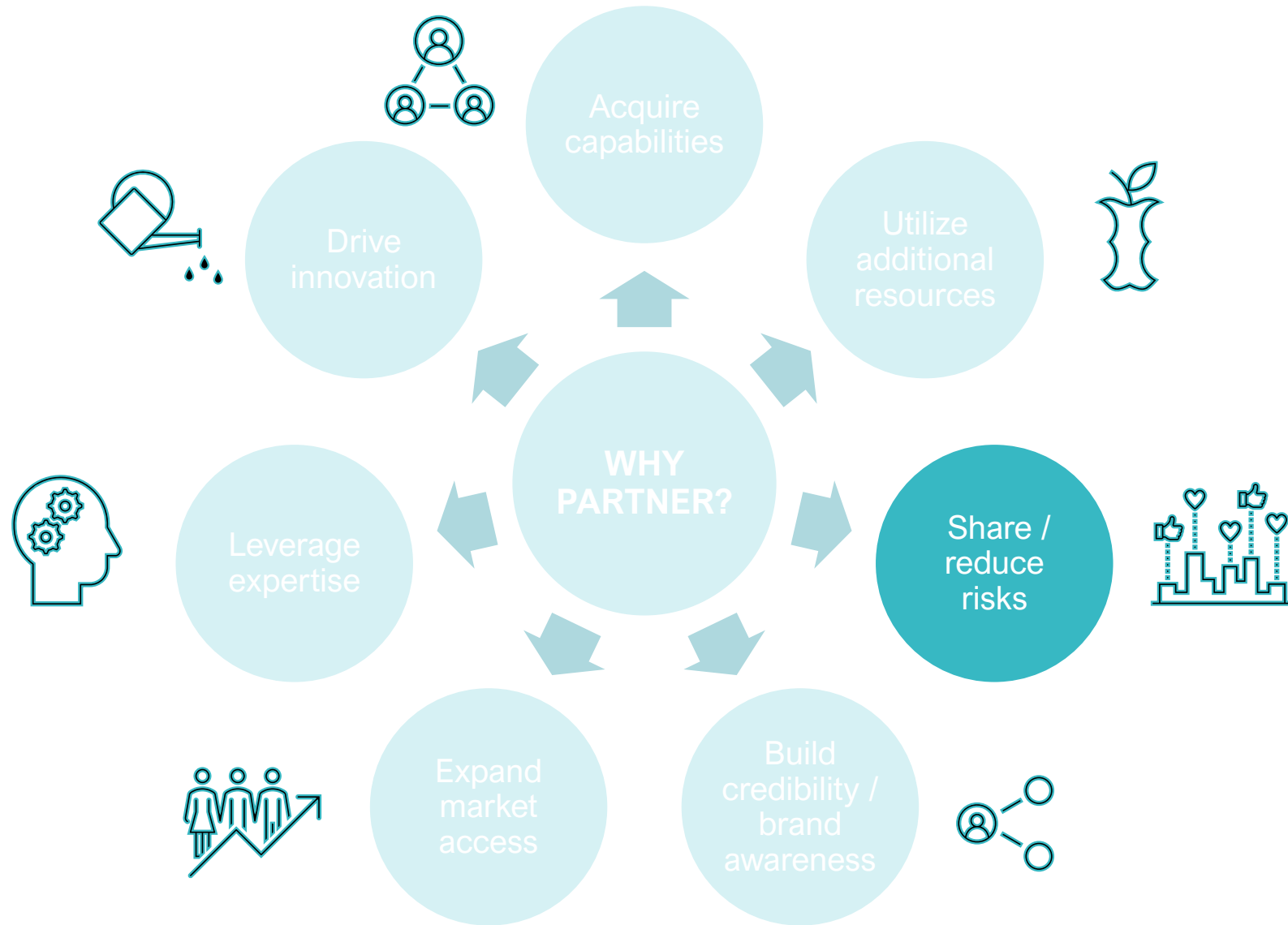
Strategic Alliances to Acquire Capabilities and Utilize Additional Resources



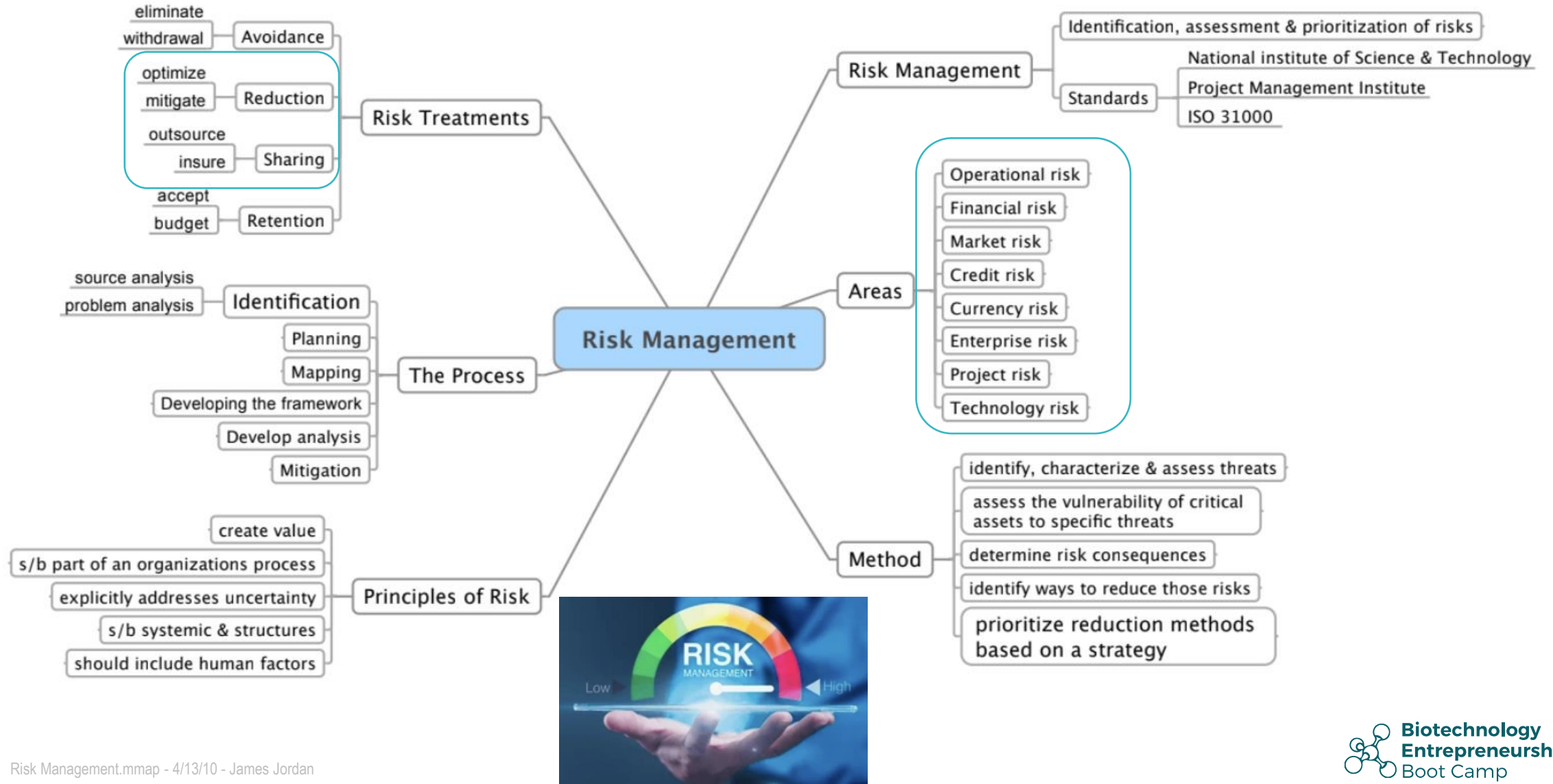
Strategic Alliances Allow Access to Resources and the Acquisition of Capabilities

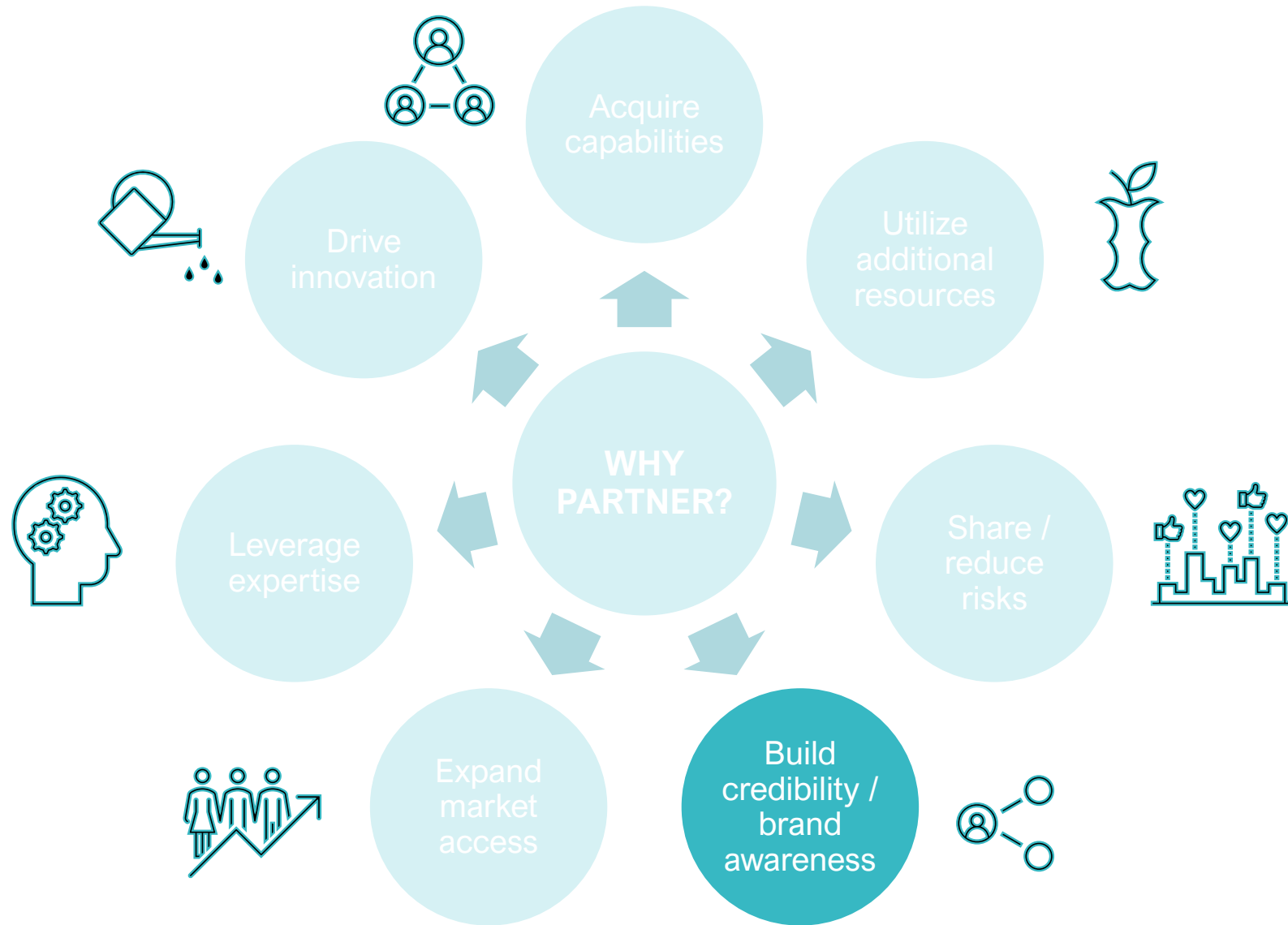
- ➡ Supplementary knowledge, products, or other assets
- ➡ Access to R&D facilities and/or services
- ➡ Additional expertise and/or functions
- ➡ No changing of companies' core functions
- ➡ Network of key opinion leaders, other companies
- ➡ Accelerated timelines
- ➡ Cost sharing





Risk Management Strategies Employed in a Startup





By Using a Partner's Brand a Startup May Enhance Technology Development and Reduce Risks

- ✧ Good reputation is critical for relationships with all stakeholders, including
- ✧ Building trust and credibility helps to create sustainable positioning and expand future advances
- ✧ Due diligence waiver may be an option with some potential partners and/ or collaborators (though no guarantees)
- ✧ Partnering with a business that has a positive reputation can also enhance your own through association and partially de-risk other partnering(s)

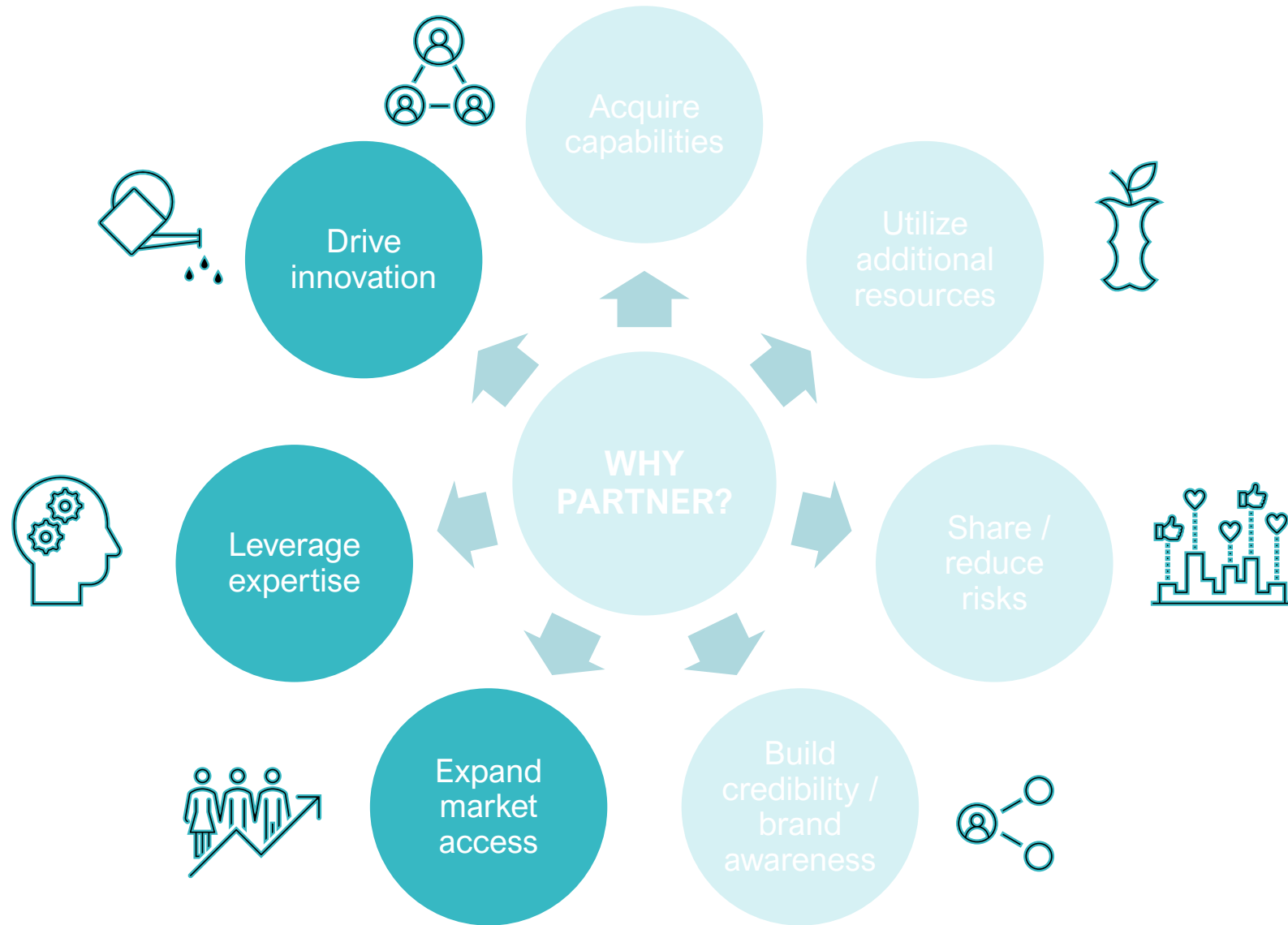


Use Proprietary Relationships to Strengthen Your Brand

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graph TD; CE --- Regulators; CMS --- Regulators; FDA --- Regulators; ISO --- Regulators; Patents --- Government; Trademarks --- Government; LegalStructures[Legal Structures] --- Government; Grants --- Government; Regulators <--> Government; Government <--> DueDiligence[Due Diligence]; Regulators <--> DueDiligence; ChannelPartners[Channel Partners] <--> DueDiligence; Customers <--> DueDiligence; Acquirers <--> DueDiligence; ManagementTeam[Management Team] <--> DueDiligence; CapitalProviders[Capital Providers] <--> DueDiligence; ISO -.-> Certifiedbody[Certified body]; MgmtTeam[Mgmt Team] -.-> CapitalProviders; BoardofDirectors[Board of Directors] -.-> CapitalProviders; Advisors --- CapitalProviders; FriendsFamily[Friends & Family] --- CapitalProviders; Angels --- CapitalProviders; VC's --- CapitalProviders; CVC --- CapitalProviders; Bankers --- CapitalProviders; IPO --- CapitalProviders; ChannelPartners --- ValueChain[Value Chain]; Customers --- ValueChain;
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Courtesy of James Jordan





Strategic Alliances Help Gain Access to Other Markets and Drive Innovations Through Leveraging Expertise

- + New geography
- + New applications
- + New regulatory pathways
- + New launches
- + New partnerships

Challenges of Strategic Alliances

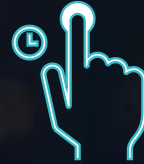
Finding a right partner

- ✓ similar vision
- ✓ same values
- ✓ long-term commitment
- ✓ adequate resources
- ✓ brand and reputation



Lack of control

- ✓ shared responsibilities
- ✓ shared resources
- ✓ limited influence
- ✓ accepting alternative processes
- ✓ complex decision-making



Additional liability

- ✓ sharing burden due to partner's financial constraints and/or mismanagement

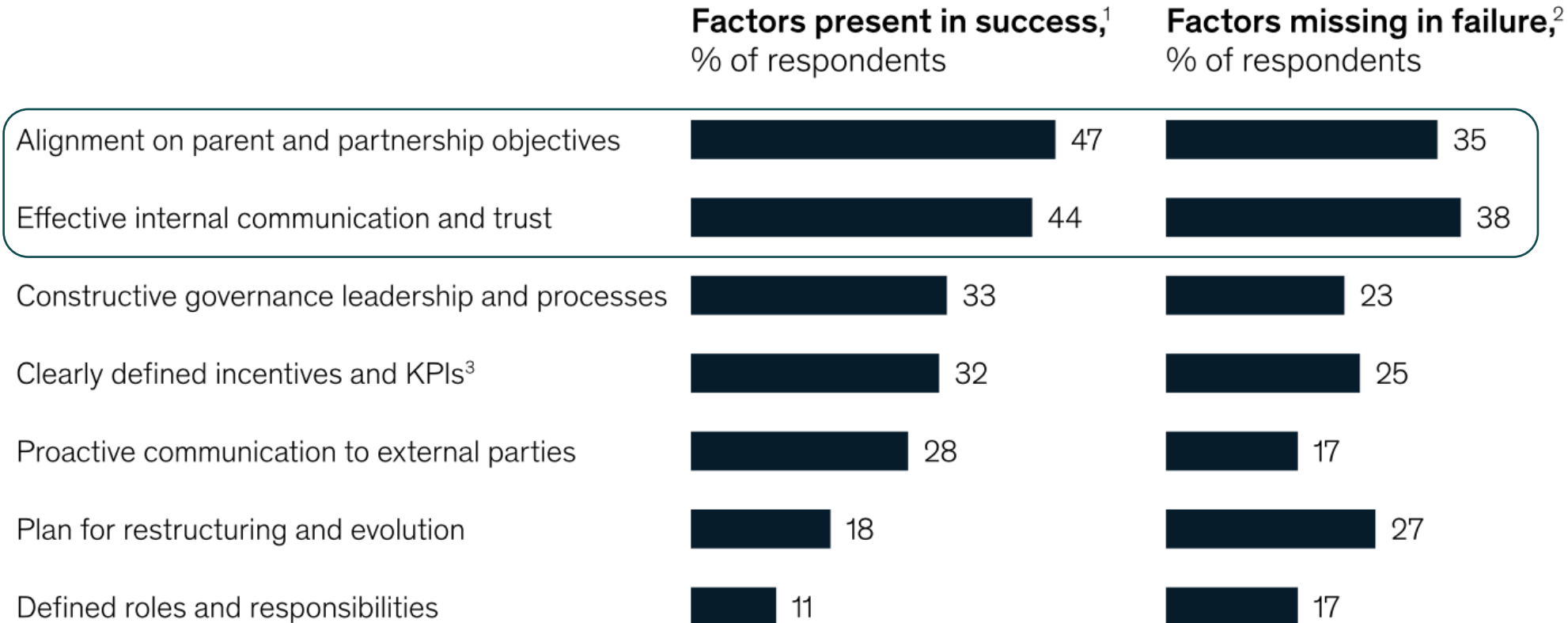


Communication

- ✓ lack of transparency
- ✓ miscommunication
- ✓ teams disconnect
- ✓ missing information



Survey among Managers Identified Core Reasons for Joint-Venture Success and Failure



¹Respondents' top choices out of a list of 10 components whose presence could have a favorable effect on their partnerships (n = 708).

²Respondents' top choices out of a list of 10 components whose absence could have a negative effect on the partnership (n = 262).

³Key performance indicators.

Thank You, Good Luck and Partner Wisely!



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