

Identifying potential partners for your drug candidate or platform is crucial for success in the therapeutic landscape. At Pullan Consulting, we assist clients in this endeavor through a structured approach:

1. **Strategic Fit**

We evaluate which companies are likely to view your asset as a strategic fit by reviewing their wishlists on partnering pages, conference calls, and meetings. We use resources like PartneringOne and GlobalData to find companies active in the relevant therapeutic area, modality, and geography.

2. **Financial Capacity**

We assess the financial capability of potential partners to ensure they can support a deal of the required size or stage, filtering out organizations that may lack the necessary resources.

3. **Deal Activity**

Our analysis includes reviewing companies active in dealmaking within the space. GlobalData provides insights into recent transactions, including deal summaries and disclosed financial terms.

4. **Best-Fit BD Contacts**

The right entry point is essential. With nearly 30 years of business development experience, we maintain a BIG database of BD contacts. We identify the most relevant contacts based on prior interactions and role relevance, confirming they are still in the position.

5. **Internal Champions**

Building relationships with internal champions beyond BD can help get deals. We support this by:

- Identifying relevant conferences for attendance or presentations
- Highlighting individuals with appropriate titles and responsibilities
- Providing contact information when possible

Scientist-to-scientist connections are best fostered by your scientific team, advisors, and board members.

6. **Building Visibility**

Partnering involves being discoverable. We encourage clients to enhance awareness of their assets or platforms through:

- Refining company websites to clarify key messages
- Presenting new science at relevant conferences
- Collaborating with IR or PR firms on press releases and articles to position the asset within a broader story, for easier discovery by potential partners.

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Partnering takes time, and the most likely partner is not always the one you initially expect. A company may appear to be a strong fit based on its stated strategy, yet still not move forward because of risk, timing, or competing priorities. In some cases, an internal champion can make the difference. In others, the best partner may emerge from an unexpected direction.

If you would like help identifying potential partners for your platform or drug candidate—or help with any aspect of partnering—please reach out at Linda@pullanconsulting.com.

Pullan Consulting supports clients working on therapeutics and therapeutic platforms from discovery through Phase 3, helping them secure 6-12 signed deals each year.