

CASE STUDY

Investor/Public Relations: Canadian Biotech Company

Objective

- Build awareness with investors/partners

Corporate Communications/Investor Relations

- Develop timeline of events/announcements
- Outreach with appropriate media for strategic coverage
- Secured coverage in industry publications; including, *BioCentury's Emerging Company Profile*, *R&D Direction's Top 100 New Investigational Drugs*; *GEN* tutorial and feature on oligonucleotides
- Develop strategy for communication of clinical and corporate information/data
- Scientific communications input on mechanism of action for use in corporate materials
- Pitch and write technical article for placement in key publication to position company/technology

Return on Investment

- Successful in-license of Phase 2 compound
- Significant partner/acquirer interest in clinical programs
- Secured significant VC funding

Corp. Comm./PR: European Biotech Company

Objective

- Secure U.S. co-lead venture investor

Corporate Communications/Investor Relations

- Representation in U.S. for outreach to venture investors, media and corporate partners
- Writing, editing and producing of corporate and product materials for use with prospective partners and venture investors
- Secure media opportunities, where appropriate

Return on Investment

- Completed \$40M U.S. round with U.S. co-lead investor
- Formulation partner signed