



Apis

Biotech Business Introductions

A personalised consultancy service to add
an extra dimension to your business

Founder Dr Julian E. Beesley, 2008

Apis BBI

A consultancy with

A proven ability to develop businesses and generate new sources of income throughout Europe, USA, India and Japan

Close relationships with wide ranging senior and scientific personnel in major European, Japanese and USA Pharmaceutical Companies

Scientific and business acumen to understand the unique scientific attributes of clients

Areas of expertise include:

- Development of scientific and business strategies
- Specialised technical sales and marketing
- Mentoring companies, developing business plans,
- Familiarity with business customs and customers throughout Europe, the USA and Japan

As the founder of Apis BBI Julian Beesley draws on his experiences through being

- A past Business Research Fellow, Sheffield University, UK
- A member of the UK Life Sciences Marketing Board
- An experienced presenter of technology platforms to all levels of staff, to potential investors and to international audiences at conferences

with

- 22 years' scientific experience in the pharmaceutical industry and 9 within biotech
- 107 publications, 4 books, 51 abstracts and has given 153 presentations at major scientific and technical meetings

Apis BBI has the scientific and business experience to identify the uniqueness of your technology, with the ability to convince the right audience of the scientific merit and business value of your opportunity

The Apis BBI mission is to grow specific aspects of your business thereby allowing it to develop to its full potential.

Operating throughout the EU, USA and Japan, Apis BBI will promote your drug discovery technology through introductions to, and developing collaborations with, the pharmaceutical sector as well as offering specialised strategic scientific, business and Sales and Marketing advice.

Apis BBI can provide:

- Development of scientific and business strategy
- Collaborative opportunities through introductions to suitable partners
- Introduction of new business segments to new markets
- Product appraisal and rejuvenation of existing markets
- Sales and Marketing activities from early stage market research to local office or appointment and management of distributors
- Interim business management and business mentoring for start-ups
- Access to a wide range of allied business services through its associate partnership with LSCN www.lscn.eu and with a wide network of other consultants

Our extensive contacts throughout the pharmaceutical and biotechnology spheres ensure comprehensive targeting for your business

The Japanese Market

Whilst the business market differs between the USA and EU, there is an even more marked difference between business cultures when entering the Japanese market.

To succeed in Japan, it is essential to understand the cultural differences and to address the need to develop the relationship as well as the business.

Experience through working in Japan, has led to knowledge of the market and an understanding of the different cultural needs in a business scenario. If you are thinking of expanding your market into Japan a presentation to your company or advice on a more individual basis would be the ideal first step.





Our Clients to date:



A USA biotech wishing to expand into the European & Japanese markets: scientific and business strategy, developing long term collaborations



A USA biotech wishing to expand into the European market: technical sales



A Japanese biotech, wishing to enter the European & North American markets: scientific and business strategy



Interim business management for a university start-up



Feasibility study for a European company wishing to reinvigorate itself through developing long term collaborations



A short term contract to market specialised products



Regional business network presentations on cultural aspects of doing business in Japan



Founder director of a new company specialising in de-risking failed compounds

Contracts are accepted on scientific merit and the development of good relationships

Working with Apis BBI:

We provide a fully flexible approach to meet your specific needs.

- ✓ Short term to long term contracts depending on your specific requirements
- ✓ Fully flexible
- ✓ Fees agreed in advance

Whether you need a ½ day consultation to consider local markets and customs or a long-term collaboration to develop your business, or anything in between;

the decision is yours




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Each client can be assured of personalised, expert attention leading to tailor made, cost-effective solutions