Analyzing Exscientia's Multi-Tier, Multi-Million Dollar Business Development Strategies

EXPERT

In 2012 England-based biotechnology developer, Exscientia first made a splash in the scientific community when CEO and founder Andrew Hopkins published a scientific paper on Nature.com entitled "Automated Design of Ligands to Polypharmacological Profiles."

The company is now known globally as a champion of AI-based drug discovery. Since the early introduction of their technology, Exscientia has launched the first AI-designed molecules to reach the clinical trial phase of development.

Taking a page from a strategic go-to-market structure, Exscientia has successfully raised awareness and directed collaborations from multiple avenues of the pharmaceutical industry.

Insights into Exscientia's Business Milestones Since Launch

Exscientia has secured several core research collaborators since 2012, from rare disease joint ventures and design partnerships to complete discovery with original DaaS partners. Secured partners include but are not limited to Bayer, Diamond Light Source and Scripps Research, Huadong Medicine, Blue Oak Pharmaceuticals, Sanofi, the University of Oxford, Bristol Myers Squibb, EQRx, and GT Apeiron Therapeutics.

Rather than overwhelming potential collaborators with data points and insights into all possible indications, developers can take note of Exscientia's direct positioning efforts with prospective partner targets.

The earliest press release on Exscientia's website dates back to 2020, when their first collaboration with Bayer was secured. When asked about the decision to collaborate, Dr. Joerg Moeller, Member of the Executive Committee of Bayer AG's Pharmaceuticals Division and Head of Research and Development, expressed:

"We are driving forward digital transformation in R&D as we believe that digital technologies such as AI can simplify and speed up the discovery and development of new drugs for patients. The collaboration with Exscientia is expected to help us achieve project milestones earlier and simultaneously accelerate timelines by enabling more precise identification of suitable drug targets and lead structures."

Detailed research into a prospective partner's pipeline and recent business strategy structures should always be conducted before pitching. Often developers with multiple innovative technologies struggle with presenting too many potential opportunities at once, effectively killing the pitch due to a lack of clear direction and relevance.

Leading up to this collaboration agreement, Bayer directly placed a company focus on leveraging AI to increase the efficiency and speed of drug development and discovery. Exscientia, in turn, effectively positioned its platform to Bayer at the right time by focusing on the right value proposition related to its own company goals.

Additional Takeaways for Life Science Researchers and Developers

In addition, Exscientia has successfully acquired funding from investors, including Novo Holdings, BlackRock, GT Healthcare Capital Partners, Marshall Wace, Pivotal bioVenture Partners, SoftBank Vision Fund, and Pivotal bioVenture Partners.

Lifscience developers with competitive offerings to Exscientia and a unique value proposition can consider raising capital amongst the same investor groups due to their current interest and subsequent achievements investing in the area.

Each target player will require specific research, positioning, and value proposition similar to Bayer. Although these players exist in different spheres, the same concept applies: one cannot use the same general messaging across multiple target markets. Proper research, analysis, and personalized positioning must be conducted to secure business development opportunities successfully.

Beyond investor-based funding, Exscientia was also a recipient of a $4.2M grant from the Bill & Melinda Gates Foundation and the Queen's Award for Enterprise in Innovation.

Grants and awards exist in all shapes and sizes across the global healthcare industry. Emerging pharma developers should research smaller-scale, more attainable opportunities to effectively build their awareness initiatives in the marketplace in a similar suit.

Whether it be a lower-level media outlet's annual ranking of the top seven emerging technologies or a billionaire philanthropist's grant, these honors can serve as key credibility builders in the market, expanding awareness of your brand to potential partners that may not be on your radar.

A solid technology pipeline is only the foundation for a successful life science expansion strategy. Capitalizing on your organization's correct, relevant opportunities requires continuous monitoring, research, and value-added processes.

- Content by the BDMT Global Team

If you are interested in potential partnerships and long-term relationships with the companies mentioned in this article or others in the U.S. and/or S. Korea, contact Suzy at sim@bdmtglobal.com.

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As the head of BDMT Global in Boston, Im focuses on accelerating the innovative transformation of global companies. She is a Professor of Marketing and a member of the Advisory Board at Emerson College. Im is also co-founder of Sponsors of the Future, a non-profit organization that leads corporate social responsibility, promoting neurodiversity and inclusion. As a well-known business developer and marketing strategist in the global field for over 20 years, Im merged the two critical global business functions of Business Development (BD) and Marketing Transformation (MT) for the first time. She was recognized for her innovative business model and contribution and received five consecutive awards in the U.S. including the North American Business Awards and TITAN Business Award 2022 in Biotechnology.