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Timing the Market:Out of the Lab, Into the Limelight: How Arvinas Used Smart Positioning to Secure Early Wins

EXPERT

Back in 2013, Arvinas was a fresh-faced startup within the biotechnology field.

The Arvinas team, led by founder Craig Crews, had an immediate advantage upon launching. Initial studies and research were conducted out of Yale University, enabling Crews to leverage Yale's Office of Cooperative Research to secure local credibility with investors.

When the company officially launched on September 26, 2013, Arvinas had already raised $18.25 M in Series A funding.

How Pfizers' 2013 Setbacks Created Funding Opportunities for Start-Up-Stage Arvinas

In advance of their official company launch, Arvinas capitalized on their ability to solve gaps in Connecticut's local life science market.

Crews accredit Arvinas' New Haven location as one of three critical ingredients to the company's early success.

At the time, Connecticut's biotech market was facing a significant crisis: Pfizer had decided to downsize. With Connecticut's government looking for innovative companies to fill this gap, Arvinas initiated fundraising at the most strategic time, securing millions from Connecticut-based investors, including the Connecticut Department of Economic and Community Development and Connecticut Innovations,

Arvinas was able to quickly capitalize on this time-sensitive opportunity by monitoring Connecticut's local market volatility.

Beyond Yale's Network: Arvinas' Demand Generation in the Biotech Industry'

Arvinas also focussed on filling gaps in the overarching biotechnology industry to generate early success.

In their first official press release, the company educated industry audiences on the unmet market needs by explaining that "only 25 percent of the body's 20,000 proteins [could] be inhibited." Arvinas' method was strategically presented to degrade the remaining 75%. Tim Shannon, CEO of Arvinas at the time of launch, further strengthened this core positioning point by providing a quote on how Arvinas could "open up areas of drug development that were previously closed because of the technical limitations of protein inhibition."

Arvinas' initial positioning made the potential of their technology immediately clear for potential targets as a result.

Arvinas' Successful Fundraising and Positioning Leads to a Deal with Merck

From 2013 - 2014, Arvinas continued to leverage its successful fundraising efforts with its core technology positioning, securing a mass amount of industry press coverage.

From **Nature Biotechnology's Academic Spinouts of 2013** to BioSpace's 2014 Top 30 Life Science Startups To Watch In The US, Arvinas built its name recognition, beyond Connecticut, through press efforts.

In early 2015 these efforts paid off: Merck officially announced a multi-year R&D collaboration with Arvinas to study how the protein degradation technology could lead to developing novel therapeutics.

Through strategic local market monitoring, positioning, and press amplification, Arvinas secured a collaboration with Merck before their technology was even ready to market.

- 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.