Leveraging PharmaTech to accelerate your business
What is PharmaTech?

New digital entrants, using new technologies to...

**Innovate** and face the challenges of the pharma industry

**Propose new solutions** competing or completing the traditional pharmacopeia

*New treatment discovery*

BenevolentAI, Recursion Pharmaceuticals, OWKIN

*Clinical trials*

teckro, HEALTH [at] SCALE TECHNOLOGIES, deep lens

*Compliance*

DATAVANT, PROTENUSS

*Medical devices or Digital therapeutics*

diabeloop, moovcare, LUCINE, babylon, mindstrong
How can Pharma companies integrate those digital solutions and culture to leverage this growth potential?

Digital solutions have become an integral part of new businesses and operational excellence in the pharmaceutical industry. This can be done with startups who have the agility to quickly develop those solutions, but finding the right ones and working with them can be challenging.

« As a pharma, we are only providing a small piece of a patient pathway which is the molecule and treatment, we’d dreamed to be the integrator of all the services and the solutions »

Clarisse Pamies
Head of Digital @Janssen, a J&J company during the Global Pharma Booster conference

→Watch Clarisse’s full intervention
Some challenges are “historical” as others are linked to the digital transformation of society.

**External challenges (non-exhaustive list):**
- Economic constraints: price control on medicines and generic drugs, reimbursement issues, cost of R&D, taxes
- Regulatory constraints and policy reforms
- Lack of new molecules
- Innovative versus less innovative drugs
- Slowed market growth
- Unmet medical needs and how to address them
- Emergence of a new innovation ecosystem
- Intensified patient centric approach
- New technologies’ impact on pharma
- Technology new comers in the healthcare sector

“Digital innovation is very key to accelerate R&D processes and outcomes. It takes at least 10 years for new drugs to go to the market and a lot of compounds are lost in the processes. Pharma companies definitively look for how to speed up market access strategies and procedures. Ongoing discussions are taking place with the FDA, EMA, and other payers. Data based innovation and health outcomes measurements can make the difference to create additional value and demonstrate the value to the payers”.

**Thibaud Guymard**
Global Head of Product & Strategy
Biogen Healthcare Solutions
during the Global Pharma Booster conference

Watch Thibaud’s full intervention
GLOBAL PHARMA BOOSTER

A 5-month global acceleration program

powered by
digital pharma lab
hello tomorrow
5 MONTHS TO BOOST YOUR BUSINESS

1. Access the largest international PharmaTech & HealthTech startup community

2. Benefit from our startup-corporate agile collaboration methods and tools

3. Leverage your collaboration with business-oriented people and experts
5 MONTHS TO BOOST YOUR BUSINESS

6 weeks

PREPARATION
✔ Workshop to formulate your needs
✔ International startups recruitment campaign
✔ Selection committee

3 weeks

ALIGNMENT
✔ Pre-collaboration alignment workshop
✔ Governance & groups creation
✔ Tools & methods

3 months

SPRINT
✔ Regular meetings
✔ Agile coaching with a dedicated Customer Success Manager
✔ Progress tracking

EVENTS & COMMUNICATION
✔ Content & communication personalised roadmap pushed by Hello Tomorrow & Digital Pharma Lab networks
✔ Exclusive participation in conferences organised by Hello Tomorrow & Digital Pharma Lab
✔ Internal and external events to set the pace and boost your company engagement
✔ 1 Virtual Business Trip to discover startups and accelerators in Singapore, Japan, China and others

DO NOT SHARE WITHOUT DIGITAL PHARMA LAB OR HELLO TOMORROW EXPlicit CONSENT
# 5 MONTHS TO BOOST YOUR BUSINESS

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
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<tbody>
<tr>
<td><strong>PREPARATION</strong></td>
<td><strong>ALIGNMENT</strong></td>
<td><strong>SPRINT</strong></td>
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| International startup recruitment campaign operated by Global Pharma Booster Team | July 2020
  - Selection committee | 22-23/10/2020
  - Hello Tomorrow Global Summit | 08/09/2020
  - Launch conference | 08/09/2020
  - Onboarding of teams | 22-23/10/2020
  - Alignment workshop | Demo Day |
| July 2020
  - Virtual business trip | September 2020
  - Alignment workshop | October 2020
  - Groups & governance | 08/09/2020
  - Onboarding of teams | October 2020
  - Alignment committee | 22-23/10/2020
  - Regular meetings & progress tracking |
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EXAMPLES OF ONGOING PHARMATECH PROJECTS

Data anonymization allowing the **sharing of sensitive data for analysis purposes** while ensuring patient safety.

**Unique mapping of the competition and partners** by research area: startups, KOL, competition.

**Using AI to predict the effectiveness of potential investigative centers** before starting a phase III trial.

**Use Machine Learning to correlate, explain and predict behaviors** based on DNA.

**Development of a digital therapeutics in pain management** with patients and HCPs.

**Fine modeling of good practices in pediatrics / neonat / obstetrics**, with data from public-private sources and a data visualization directly actionable by the teams.

**Development of the first patented digital therapy** for Parkinson’s and neurodegenerative diseases.

**Your project** 🚀
2,000+ PharmaTech & HealthTech startups worldwide

Our Ecosystem

Geography

- Europe: 42%
- North America: 25%
- Asia: 20%
- Middle East: 10%
- Africa: 3%
- South America: 1%
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