

Biz Dev Meeting - Prospecting Portion of the Agenda

New Targets – Just Added to the Ad Pipeline

Many of these new targets were selected because they had the same or similar employment growth patterns as Dicerna, as well as had recent major funding rounds, and/or drugs approaching the marketing end of the clinical development pipeline.

Albireo Pharma

Firmographic Qualifiers

- 12.7 MIL in revenue, but 240 MIL funding in 2020
- Not too small, not too giant – just right at At 128 Employees (on LinkedIn)
- They seem to be right in that transitional window of preparing to commercialize and in need of more BizDev / Marketing / Sales staff

Timing Qualifiers

- They're early – at only 12.7 MIL in revenue – but just received a huge funding round
- First drug approved for marketing July 2021 - Odevixibat for the Treatment of Progressive Familial Intrahepatic Cholestasis
- Two more drugs in stage 3 trials due to complete December 2021

Growth Qualifiers

- 22% 1 year growth in Biz Dev Dept.
- 33% 1year growth in Marketing Dept.
- 33% 1 year growth in IT Dept.
- 400% 1 year growth in Sales Dept.
- 200% Biz Dev job openings in the last 3 & 6 months

Technology In/Not In Use Qualifiers

- Consent Management – Cookie Control, OneTrust Cookie Consent, Optanon
- Enterprise Content Management – Veeva Vault
- No CRM indicated
- No MDM technology indicated

Connection Qualifiers

- 10 employees used to work at Biogen (none though are super strategic)

Amylyx Pharmaceuticals – Strong Candidate

* Tony has a LinkedIn connection with Chief Financial Officer, Jim Frates (Cambridge, MA)

Firmographic Qualifiers

- 4.4 MIL in revenue, but 165 MIL funding in 2020
- 69 Employees, mostly administrative but making huge gains in QA, Legal, Ops, IT, Sales
- They've tripled their employee count in the last year, nearly doubled since March 2021

Timing Qualifiers

- Quadrupled employees since September 2020, from 20 to 80.
- Hiring growth has slowed, seems like they're set with who they need to launch
- News: September 15, 21 Amylyx announces plan to submit new drug application to US FDA for AMX0035 for the treatment of ALS in coming months
- In regulatory review in Canada, in end stages of phase 3 in USA
- Alzheimer's drug in phase 2 trials
- Pre-commercial – but hiring trends
- <https://clinicaltrials.gov/ct2/results?cond=&term=Amylyx+Pharmaceuticals&cntry=&state=&city=&dist=>

Growth Qualifiers

- 60% 1 year growth in Biz Dev Dept.
- 300% 1 year growth in IT Dept.
- 300% 1 year growth in Sales Dept.
- No new job openings in these positions – team seems to have been set this last year
- Head, Commercial Operations and Data Management, Courtney Hricik – Hired 7 months ago
- Head of Sales, Marketing and Commercial Operations, Blaine MacNeil – Hired 2 months ago
- Head, Global Business Systems Applications, Wade Harwick – Hired 2 months ago
- VP, Global Head Information Technology, Dan Sitte – Hired 7 months ago
- Head of Global Business Applications, IT, Seth Laskarzewski – Hired 2 months ago

Technology In/Not In Use Qualifiers

- Consent Management – OneTrust Cookie Consent, Optanon
- Other Data Management – Veeva Systems
- No CRM indicated
- No MDM indicated

Connection Qualifiers

- Tony has a LinkedIn connection with Chief Financial Officer, Jim Frates (Cambridge, MA)
- 9 employees used to work at Biogen (none though are super strategic)
 - Head of Global Business Systems Applications, Wade Harwick (Biogen 2015-17)
- 3 employees used to work at Bluebird
 - Head of Global Business Systems Applications, Wade Harwick (Bluebird 2019-21)
 - Head US ALS Marketing, Kris Rothleutner (Bluebird 2017-21)
 - Head of Global Clinical Ops, Erin Whitney (Bluebird 2017-20)

Apellis Pharmaceuticals

Firmographic Qualifiers

- Larger than average “small- to mid-sized” at 288 MIL revenue
- Received 210 MIL since 2017 in Series E funding and stock offering

Timing Qualifiers

- First rare disease drug just approved in May, 2021
- News: May 15, 2021 - Apellis announces US FDA approval of EMPAVELI for adults with Paroxysmal Nocturnal Hemoglobinuria
- Additional Ophthalmology drug in phase 3 trials
- <https://clinicaltrials.gov/ct2/results?cond=&term=apellis&cntry=&state=&city=&dist=>

Growth Qualifiers

- Grew over the year in Biz Dev (24%), IT (44%), Sales (56%), and Healthcare Services (65%)
- However, at this point there doesn't seem to be any new hiring going on in these departments

Technology In/Not In Use Qualifiers

- CRM – Veeva Systems CRM
- Enterprise Content Management – Veeva Vault
- Other Data Management Software – Veeva Systems
- No CRM indicated
- No MDM indicated

Connection Qualifiers

- 80 employees used to work at Biogen (none though are super strategic)
 - Senior Director, Global Commercial Leader, Pooja Vatsyayan (Biogen 2016-17)
 - VP Business Intelligence & Commercial Ops, Neil Holland (Biogen 2014-17)
 - Chief Commercial Officer, Adam Townsend (Biogen 2018)
 - Senior Director, Global Commercial Lead, Lauren Voith (Biogen 2017-19)
 - VP, Head of North America Sales & Marketing, Becky Bailey Bristol (Biogen 2017-19)
 - Director Data Management, Shelby Abel (Biogen 2011-2017)
- 19 employees used to work at Amgen
 - AD, Commercial Operations & Planning, Yvonne Wursch-Muller (Amgen 2016-17)