



Stanford eCorner

Strategies for Pharma's Long-Term Preservation

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Video URL: <http://ecorner.stanford.edu/videos/2210/Strategies-for-Pharmas-Long-Term-Preservation>

Partnering with another biotech company in the field is a great strategy to share the risk of new drug discovery, and a method to bring cash into the discovery phase for the enterprise. Insurance, also, is extremely important, as the pharmaceutical industry is a risky business with rampant technical failure. The key for safeguarding the business is to think proactively, seek out shared partnerships (the case study quoted here, by Cytokinetics' CEO Jim Sabry, is a deal with drug maker Angen) and to invest in multiple products along a realistic timeline.

Transcript