

What should we place in our Life Sciences Brand Pavilion?



A few years ago I was introduced to a concept by some leading property developers that I had not previously come across before in my sheltered world of Life Sciences. It was talk of a 'Brand Pavilion' approach to redevelopment of London Docks. Although obvious to most in the room I was curious, so I felt compelled to ask the silly question of what a Brand Pavilion actually was, what went inside and what was it for? The speaker explained that it could be whatever you liked, it should showcase the qualities your business stood for, the quality of its products and services and its main goal was to build trust with your target audience. It was also claimed, your pavilion could have several sections if the audience was broad.

At our event at Chesterford Research Park last week where we focussed on procurement and supporting growth of our innovation supply chain, there were many phrases used that reminded me of that previous conversation about Brand Pavilions. Innovate UK, Science Exchange, Domainex, Arcor and Charles River Laboratories each prompted thoughts around how a value proposition is best communicated to audiences such as investors, partners, clients and patients as well as current and potential staff. There will always be challenges, discovery new medical understanding and interventions has never been easy and collaboration is essential, so what would you suggest we include in a collective Life Sciences Brand Pavilion in order to increase the chances of future success? Was your suggestion covered in the Life Science Industrial Strategy and subsequent Sector Deals? We welcome your thoughts.

The presentations and Q&A at the above session prompted me to reflect on what would serve our sector and its various stakeholders well in going forward. Promoting the attractiveness of our region to those with capital, whether financial and or intellectual, is a key role of One Nucleus. Much attention in brand building focusses on building trust. A reason giants such as Apple and Nike feel such Brand Pavilions such as theirs in London are an asset. Customers, which could be any form of stakeholder in our sector, engage and become comfortable with their products, technology, excellence, reliability, and service, even if their product purchase (investment) takes place online or via another outlet at a later stage. Our cluster has much to put in its Brand Pavilion I feel. The track record of biomedical science advances, attraction of capital, job creation and career opportunities, new treatments and medical technologies are just a few aspects of which to be proud and ones One Nucleus will continue to place in the Brand Pavilion we create on our web site, in external articles such as the **recent Business Weekly edition**, in our Annual Review & Directory (see below) or at exhibitions.

The role of One Nucleus however goes further than the collective. In order for us to create a Brand Pavilion for the cluster, then our goal must be to provide a suitable platform for our members to create their own Brand Pavilion. Often when discussing with companies how they can engage best with One Nucleus, then my advice is for them to think of us as a platform to showcase themselves. Each company will have developed the culture, science, reliability and more that their stakeholders and customers respect. One Nucleus provides a mechanism for members to:

- Communicate their values to those that don't yet know them
- Showcase their knowledge, products and services
- Alert those with synergistic technology or advisory service offers to each other, enabling collaboration and deeper client engagement perhaps

- Be pivotal to the cluster's success in attracting further talent and investment with the sum often being greater than the part
- Ensure policy makers and the lobby groups seeking to influence them are fully aware of the potential of the cluster (and the dangers of undermining it)

We are delighted to have such a body of excellence, values and potential patient benefit within the One Nucleus Brand Pavilion which comprises our members, collaborators and wider network. Always conscious we are extremely fortunate to be custodians of a fantastic network and hence we have a duty to represent, connect and enable it to the best of our abilities. As Edward Everett Hale said; 'Coming together is a beginning; keeping together is progress; working together is success'.

By Tony Jones, CEO, One Nucleus

ON Life Science Leadership Series

Collaborating with the Welsh Life Sciences Sector

6 March 2019

As part of Wales in London week, OneNucleus and MediWales are working together to showcase 'Welsh Life Science' In London on 6th March 2019.

Wales possesses excellence in life science research, leading to the discovery and development of innovative medicines, devices and diagnostics. There is an opportunity for the researchers to work more widely with companies, investors and researchers beyond the Welsh border.

To address this challenge, One Nucleus and MediWales are collaborating to deliver an event during Wales in London Week to highlight and discuss the opportunities that exist for collaboration between our respective networks.

Programme:

10.00 Registration

10.45 Welcome from the Hosts, One Nucleus and MediWales

11.00 Panel Discussion - Trends in Life Sciences – Research, Business and Politics

- Chair: Gwyn Tudor, CEO, MediWales
- Panellists - TBC

11.45 Oncology in Wales

- John Chester, Professor of Medical Oncology, University of Cardiff
- Accessing preclinical clinical research services, University of Cardiff
- Ronald Openshaw, Clinical Research Simbec Orion

12.45 Lunch and networking

14.00 Neuroscience in Wales

- Simon Ward, Director of Medicines Discovery Institute, University of Cardiff
- Case study – Apitope Ltd

15.00 Cell & Gene Therapy

- PCI Services
- Reneuron
- World Courier
- Welsh Blood Service

16.00 Tea/coffee break

16.30 Innovation Showcase

- Cotton Moulton Diagnostics
- Respiratory Innovation Wales- Kevin Smith/Rachel Gemmine
- NEEM Biotech - Graham Dixon
- Innature - Michael Graz

17.30 Closing Remarks followed by drinks reception

18.30 Close

Location:

CMS Cameron McKenna Nabarro Olswang LLP
Cannon Place
78 Cannon Street
London, London EC4N 6AF

[Register](#)

ON member news

Horizon Discovery and Rutgers University form exclusive partnership to develop next generation novel gene editing technology

The changing dynamic of the Biomedical R&D process, where innovative technologies are increasingly adopted by technology platform companies and then incorporated to Pharma and Biotech company research programmes via out-sourcing, collaboration and licensing provides an exciting opportunity for evolution of the Academia-CRO interface. CRO as a term can be to a degree mis-leading given many providers in the fee for service research space operate on a more complex business model than simply contracting at an agreed price. Labelling providers as simply CRO is not always appropriate since the service involved provision of

proprietary technology and know-how that subsequently requires a licence for the sponsor to fully exploit the resulting products. An illustration where defining excellence on the basis of business model is perhaps not fitting.

One of the latest examples of the above is the announced exclusive **strategic partnership between Horizon Discovery Group and Rutgers**, The State University of New Jersey. The collaboration is to develop and commercialise a novel gene editing technology, known as base editing. The technology potentially has applications in the development of



new cell therapies and will augment Horizon's research tools and services.

Click [here](#) for the full press release and quotes from the deal makers.

Sosei Heptares announces Medicxi to invest up to €40 million in new collaboration based on its orexin agonist program

There has been an evolution of investment deals from the early days of the biotech sector that were relatively simple investment and licensing deals to today's landscape that is much more sophisticated and diverse in terms of deal structures in order to arrive at the optimal means of packaging and funding development of potentially high quality assets and ideas. One of the latest examples of such a creative deal is this week's announced Sosei Group Corporation structured financing agreement with Medicxi, the venture fund dedicated to financing asset-centric companies. The agreement will see the formation of two independent companies, Orexia Limited and Inexia Limited, that aim to develop novel therapies

based on positive modulators of the G protein-coupled receptors Orexin OX1 and OX2 for neurological diseases. Medicxi will be investing in both companies with an aggregate amount of up to €40 million.

Our understanding is that Orexia and Inexia will obtain a portfolio of related patents from the Sosei-Heptares along with the rights to exploit a series of Orexin OX1 and OX2 positive modulators and products that includes dual OX1/OX2 agonists which were designed and developed by Sosei Heptares. Orexia will focus on the development of oral therapies, while Inexia will focus on the development of candidates for intranasal delivery using the Optinose Exhalation Delivery System. Sosei



will retain an equity holding in both companies and will receive R&D payments as well as further payments on the achievement of pre-defined development milestones.

Click [here](#) for the full press release and quotes from the deal makers.

ON charity of the month

Findacure

3.5 million people in the UK will be affected by a rare disease at some point in their life. Rare diseases are therefore a huge problem, but due to the complex symptoms and low patient populations of each disease, living with one can be one of the most painful, devastating and isolating experiences imaginable.

By supporting the growth of rare disease patient groups, Findacure are changing this. Patient groups are organisations set up to support patients and families in all issues related to a specific condition. They connect isolated patients, provide a crucial source of information, drive research forward, and campaign for patients' rights in healthcare, education and employment. Most

patient groups are led by a patient or parent; while they have the passion and motivation needed, they often lack the experience, knowledge and confidence to fulfil their ambitions. Findacure brings them together to improve their skills, confidence and connections, enabling them to make a bigger difference to patients' lives.

Findacure are also researching the potential of drug repurposing in treating rare diseases. They are holding a conference to showcase innovative and groundbreaking drug repurposing projects on Wednesday 27th February and they would love for you to join them. Find out more about how to get your member discount [here](#).



findacure
7,000 rare diseases, 1 common goal



DIT update

Roadshow

The DIT Life Sciences Organisation will be running a UK-based follow-up to the successful **China Life Science Market Access Roadshow** held in March last year. The roadshow will cover several cities across the UK in the weeks commencing **11th March and 17th March**. The roadshow will cover regulatory, policy & market updates, opportunities for

UK companies in China, IP update (including clinical and digital health data), support available to UK companies, oncology therapy area focus session and more. Please contact Joshua.lawrence@trade.gov.uk to express interest.



Department for
International Trade

DIT are sponsoring ChinaBio in Shanghai, 8-9 May 2019

A limited number of DIT support packages are available to interested UK organisations that would like to attend the event (including ticket price, business development introductions and a networking reception). Please enquire through Joshua.lawrence@trade.gov.uk.

UK Pavillion @ BIO International

Register now and grab your space in the UK Pavilion at the BIO International Convention 2019 - deadline **8 February**. Find out more [here](#).

ON other events

OBN BioTuesday: 12 February - [view more](#)

Cambridge New Therapeutics Forum (CamNTF): 13 February - [view more](#)

Bionow Oncology Conference: 13 February - [view more](#)

Cambridge Network Lunchtime Seminar: 15 February - [view more](#)

Sleep Webinar: 18 February - [view more](#)

Drug Repurposing for Rare Diseases Conference 2019: 27 February - [view more](#)

Assertiveness: 5 March - [view more](#)

Learn How NPL Helps UK Life Science Companies Grow: 7 March - [view more](#)

Introduction to Management: 12-14 March - [view more](#)

Becoming Disability Confident: 14 March - [view more](#)

Bio-Europe Spring: 25 - 27 March - [view more](#)

ON directory

If you haven't heard the news, the One Nucleus Directory is **going digital!**

The benefit of going digital is that the directory is live and can be updated throughout the year - unlike a printed version.

This year we are also collaborating with **DIT East of England** and the directory will be filled with insight from industry leaders.

A limited number of printed copies will be on hand at these events in 2019:

BioEurope Spring
BioTrinity
ON Helix
BioEurope
Genesis

If you're interested in promoting your brand by having a spread in the Directory please email laura@onenucleus.com by 15 February to secure your placement as **space is limited.**



What's ON?

FEBRUARY

- 13 BioWednesday London: Greater Irvine Chamber's Irvine Ready! Tower Bridge Reception - [register](#)
- 27 BioWednesday Cambridge: Business Growth and Development of Life Sciences in the Gig Economy - [register](#)
- 28 Investment Forum: Queen Mary BioEnterprises London - [register](#)

MARCH

- 05 Breakfast Seminar - Brexit and Immigration: Recruiting the best people - [register](#)
- 06 Leadership Series – Collaborating with the Welsh Life Sciences Sector - [register](#)
- 12 Lunch Seminar - Why do I need wealth management? - [register](#)

JULY

- 09-10 ON Helix 2019 - [register](#)

DECEMBER

- 11 Genesis 2019 - [register](#)

ON mentors

Getting The First Steps Right

Rather than establishing bespoke Advisory Boards which creates a formality many see as a barrier to accessibility or a fully-fledged mentoring programme that can be resource intensive for those involved, One Nucleus has established a select group of 'Mentors', to whom we can direct appropriate inward enquiries from those seeking a steer in the right direction as they build their plans in business creation, growth and product development.

Each month we will be highlighting our mentors so you can get to know them better.

Our Mentor of the Month for February is [Christian Jones](#).

Christian is a seasoned commercial professional in the Pharma and Biotech space and has a strong track record in technology commercialisation, sales and marketing and strategy development and implementation. He is able to quickly understand how best to leverage an organisation's strength to maximise success.

To find out more about Christian and to learn more about our mentor program click [here](#).



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