

**SVEN Advisory Session:  
UCB  
February 14 & 15, 2017**



## **FOCUS**

How can a mid-size global biopharmaceutical company, UCB, leverage the Innovation Ecosystem and technology to make significant impact to its key objectives in the treatment of serious neurological conditions?

## **UCB BACKGROUND**

UCB, Brussels, Belgium ([www.ucb.com](http://www.ucb.com)) is mid-size global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 7 700 people in approximately 40 countries, the company generated revenue of € 3.9 billion in 2015. UCB has a rich heritage in epilepsy with over 20 years of experience in the research and development of antiepileptic drugs.

As a company with a long-term commitment to epilepsy research, our goal is to address unmet medical needs. Our scientists are proud to contribute to advances in the understanding of epilepsy and its treatment. We partner and create super-networks with world-leading scientists and clinicians in academic institutions, pharmaceutical companies and other organizations who share our goals. At UCB, we are inspired by patients, and driven by science in our commitment to support patients with epilepsy.

## **ABOUT SVEN.ORG**

Silicon Valley Executive Network ([sven.org](http://sven.org)) is the leading private human Innovation Network to accelerate business for senior executives and leading companies the Innovation Ecosystem. Restricted to CXO/VP Tech Execs, Investors, Entrepreneurs, Scientists, and Domain Experts. Founded in 2007. 300+ Private Business Summits to date, with 1,000+ Executives from 500+ companies.

## **AGENDA & TOPICS FOR ADVISORY SESSION**

### **What would make a successful meeting for us today?**

1. To get feedbacks from advisors on emerging trends in technologies that will have an impact on HC within the next 3-5 years
2. To have you help to identify the first steps to establish UCB as a potential valuable partner in the innovation ecosystem
3. To have you help Identify the topics, focus, and other elements to create a must-attend Fall Health/Tech Summit in an effort to help UCB establish awareness in the Innovation Ecosystem

### **Our key questions for today**

1. What would you prioritize to have the greatest impact on the management of epilepsy and PD ?
2. What are the 3-5 key technology trends that within 3-5 years will impact healthcare; in general, and in neurology?
3. What are the type of collaborations between different industries that have proven success ?
4. What criteria do the advisors apply in the evaluation of companies?
5. What are the available and unique capabilities in the innovation ecosystem ?
6. Are our KPI's accurate, clear, actionable and attractive for potential partners?
7. What are critical success factors for UCB to take most advantage of the innovation ecosystem?
8. What are the key topics that would make a Tech Summit attractive in order to accelerate a successful position in the innovation ecosystem?

### **Our initial metrics (SMART)- within 3 years in the innovation ecosystem**

1. We have set up partnerships converging technology with UCB solutions to transform the care of epilepsy & Parkinsons
2. We have established a thought leadership in neurology
3. We have assessed and recommended potential game-changing solutions in Neurology