

Apelles Partners Hosted Workshop

On, March 31, 2009 Apelles Partners' Hosted "Partnering Workshop - Meeting R & D Challenges Through Strategic Alliances" that took place at Bentley University, Waltham, MA. Leaders from the biotechnology and pharmaceutical industries gathered for the first Apelles Partners' Workshop Partnering Series. From the beginning and hours beyond completion, an enthusiastic crowd of close to 60 biotechnology and pharmaceutical deal-makers, C-level executives, senior scientists, business development directors, lawyers and others committed to finding creative ways to drive innovation; the science and business of the evolving industry came together.

Shelley Amster, Director of Business Development for Apelles Partners welcomed invited faculty, attendees, and the Apelles Partners Network Team. She briefly summarized the short history of Apelles Partners and its unique business model. Richard Gill, ActiveCyte Holdings and LaunchPad Venture Partners member, set the real stage of the event by cutting to the chase about the current tone of the industry and path it should take to succeed. Fewer early stage companies are being funded, large pharma continues to lack innovation, and are being unsuccessful in efforts to re-invent itself. Richard provided examples on how he succeeded in leading several virtual companies on less without jeopardizing the science, the business, and investor's expectations.

The tone was then set for a series of presentations by senior executives orchestrating virtual companies: Michael Cardone, Ph.D., CEO, Eutropics Pharmaceuticals, small molecule oncology therapeutic and molecular diagnostics; Bruce Cohen, President & CEO, VitaPath Genetics, personalized medicine diagnostics; and Richard Gill, Ph.D., Past Executive, ProNAi Therapeutics, DNAi-based therapeutics to treat cancer.

Then, the Apelles Partners network companies and consultants led three informative workshops demonstrating the science, the process and examples of how they partner with themselves and the industry.

Workshop I - Chemistry Collaborative from Lead Selection through Lead Optimization

Moderator: Balaji Bhyravbhatla, Ph.D., CEO, Xtal Biostructures
Panelists: Peter Meltzer, Ph.D., President, Organix, Inc.
Hal Meyers, Ph.D., Founder, Proxycem
Steven Riesinger, Ph.D., Co-Founder, MedChemPartners
Robert Suto, Ph.D., President & CSO, XTAL Biostructures
Sunny Tam, Ph.D., Dir of Proteomic Fractionation Group, U Mass Med School

Workshop II: Passing the Baton from Discovery to Formulation

Moderator: Steve J. Bannister, Ph.D., President/Principal, Hightower Pharmaceutical Services
Panelists: Alex Avdeef, Ph.D., CEO/CSO, pION Inc.
Wendi V. Rodriguez, Ph.D., VP, Product Development, ProNAi Therapeutics, Inc.
Grace Poon, Ph.D., Director of DMPK, Syndexa Pharmaceuticals

Workshop III: Cell-Based Assays, ELISA and Biomarkers; Critical Tools

Moderator: Robert Ezzell, Ph.D. RAC, Regulatory Affairs, Apelles Partners
Panelist: Shawn Clark, Ph.D., Senior Scientist, XTAL BioStructures
Raphael Nir, Ph.D., President, SBH Sciences

It is exciting how well the overall experience unfolded including the fact that the premise of our business model is being embraced and welcomed by the industry. Already, Apelles Partners received front page recognition in the April 11th MassHIGHTECH online newsletter, "Biotechs taking a 'virtual' business model": <http://www.masshightech.com/stories/2009/04/06/weekly32-Biotechs-taking-a-virtual-business-model-.html>.

Shelley Amster, remarked, "Apelles decision to launch Apelles and now our first partnering workshop in the suburbs of Boston reflects its confidence in the region's commitment to finding the best outsourcing partners locally. Several of the attendees remarked that Apelles is right on target about helping the industry identify the most qualified and easiest to work with companies and consultants' concept is right on. It is all about fostering partnerships and relationships."

For information, please contact:

Shelley W. Amster
Director of Business Development
Apelles Partners
978-371-5901 Office
978-239-1468 Cell
978-371-7123 Fax
shelley.amster@apellespartners.com
www.apellespartners.com