



Cortellis Competitive Intelligence

A lesson in quality: 'Insufficient' data spurs an upgrade in competitive intelligence

For the early stage MabVax, targeted CI analysis was key. 'We could figure out how we might be different or better or how we might be able to position ourselves when it comes to finding a partner.'

When Paul Resnick joined MabVax Therapeutics as vice president and chief business officer (CBO), he brought with him more than 20 years of biopharma experience. He had worked in big pharma, with small start-ups and with medium-sized entities. His tenure in business development had straddled both the publicly traded environment and private companies.

He had developed over those two decades a profound understanding of the need for insightful, comprehensive and targeted competitive intelligence.

Although still at an early stage, San Diego-based MabVax was already engaged in discussions with potential partners. Its lead asset, MVT-5873, is a fully human IgG1 monoclonal antibody (mAb) that targets sialyl Lewis A, an epitope on CA19-9, for patients with pancreatic cancer and other CA19-9 positive tumors.

But what Resnick found when he joined the company as CBO was that MabVax was already using a competitive intelligence tool that he described as "insufficient."

The service was relatively inexpensive, which was no doubt part of its appeal, but Resnick found gaps in the data. “What was happening is that potential partners that we were talking to indicated that we weren’t the only ones in the field, that we were not able to find the competitive compounds in the database that we were using to fully understand the picture,” he said.

“The targets we were going after are basically carbohydrates, which are expressed on certain surfaces during cancer. So if somebody has cancer these carbohydrates get expressed. We rely on competitive databases to see who else was working in that field. Some of the big ones – for example, BMS has a compound – and they obviously come up. But some of the early stage assets at smaller companies did not show up in the other database,” he said.

The landscape that MabVax was targeting was relatively small with a limited roster of candidates in development around the world. United Therapeutics has a therapy already on the market, and Bristol Myers-Squibb was working in the space, as well. With MabVax targeting this field exclusively, it was critical to understand “who else we were playing with,” Resnick said.

“When I prepare our executive team for a meeting with a potential partner, I say ‘Here are all the different companies and the various stages they are at,’ so they can understand that this company is working on this and this company is taking this approach or that approach. The competitive data has to be very targeted. And these are things that would come up very easily using Cortellis”

Paul Resnick, Vice President at MabVax Therapeutics

Deal killer?

From a BD perspective, Resnick knew that potential partners would be talking not just to MabVax but to its competitors, as well. “We needed to differentiate ourselves from them,” he said. Savvy potential investors and partners would grill the team, sometimes surprising them with questions on assets they were not aware of.

“We had other companies telling us, ‘Oh, what about this? How does what you are doing compare to so-and-so?’ To not feel like you are the expert in the understanding of what the field around us was doing was embarrassing.”

More importantly, Resnick acknowledged, the lack of understanding of its own competitive landscape could have been a deal killer.

The new CBO was able to steer the company toward an upgrade in its competitive intelligence toolkit. Resnick had used *Cortellis Competitive Intelligence* from *Clarivate Analytics* at previous career stops. He signed his CEO up for a one-on-one training session so the boss could get a close-up view of the value of the database.

Although *Cortellis* was more expensive than the analytic tool that MabVax had been using, Resnick was able to switch the company to the “more robust” *Cortellis* platform.

“I had been familiar with *Cortellis* for some time. We tried it and some of the other competitors had come up. So it just demonstrated that the other databases – or at least the one that we had been using – was not sufficient, especially in terms of ourselves and who we would need to be monitoring.”

There is also plenty of publicly available information out there to dig through, Resnick observed. Companies push their announcements out and highlight their scientific publications; these can be found via internet searches on Google and PubMed. But not only do such searches gobble precious staff time, the results are inevitably filled with holes. The old adage applies: You get what you pay for. “You can’t take that into a [partnering] meeting,” he said.

“When I prepare our executive team for a meeting with a potential partner, I say ‘Here are all the different companies and the various stages they are at,’ so they can understand that this company is working on this and this company is taking this approach or that approach. The competitive data has to be very targeted. And these are things that would come up very easily using *Cortellis*,” he said.

'That's how you build a case'

As the company steams toward likely deals, Resnick has made strong use of *Cortellis Deals Intelligence*, as well, learning what he can from the rich database of comparators so that MabVax has solid ammunition with which to respond to term sheets.

"If somebody offers us something, I try to find deals that are close to it. I can go in and put in different scenarios trying to find the deals that are comparable to what another offer has been," Resnick said.

Aside from its mAb platform, MabVax – as the company's name suggests – is attempting to partner a cancer vaccine. "Obviously, I need to find comps for a cancer vaccine, if we are going to partner that, as well," said Resnick. "So I can go in and look for deal comps that will help us: Here is why I think this is a comp compared to what we are doing. That's how you build a case."

If somebody offers us something, I try to find deals that are close to it. I can go in and put in different scenarios trying to find the deals that are comparable to what another offer has been

Paul Resnick, vice president at MabVax Therapeutics

Using Cortellis to build your case

With *Cortellis*, you can combine data with advanced analytics across the biopharma lifecycle to build more informed strategies and make data-backed decisions. *Cortellis* can fit to your needs with intelligence data for regulatory, clinical, competition, market, deals, and more. Get the breadth and depth you require with *Cortellis*, including:

- 150,000+ drug development companies
- 70,000+ pipeline drugs with 35% in discovery phase
- 86,000 deals and alliances
- 6M+ patents from 92 countries and grouped in 2.3M+ families
- 73,000+ event transcripts of investor calls and meetings
- 300,000+ clinical trial records
- 200+ conferences attended and covered every year
- Millions of downloadable broker reports relevant to the industry
- Workflow tools that save time and effort

One platform, backed by deep expertise, gives you the tools and data necessary to build your own case.

About Clarivate Analytics

Clarivate Analytics is the global leader in providing trusted insights and analytics to accelerate the pace of innovation. Building on a heritage going back more than a century and a half, we have built some of the most trusted brands across the innovation lifecycle, including *Web of Science*, *Cortellis*, *Derwent*, *CompuMark*, *MarkMonitor* and *Techstreet*. Today, *Clarivate Analytics* is a new and independent company on a bold entrepreneurial mission to help our clients radically reduce the time from new ideas to life-changing innovations. For more information, please visit clarivate.com

To learn more, visit:
clarivate.com/cortellis

North America

Philadelphia: +1 800 336 4474
+1 215 386 0100

Latin America

Brazil: +55 11 8370 9845
Other countries: +1 215 823 5674

Europe, Middle East and Africa

London: +44 20 7433 4000

Asia Pacific

Singapore: +65 6775 5088
Tokyo: +81 3 5218 6500

01.2018
© 2018 Clarivate Analytics

clarivate.com

Cortellis
Powering Life Sciences Innovation

