

## Presentation Title to be Determined

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Learn how to create a collaborative environment that helps young scientists develop into the innovators the pharmaceutical industry seeks! Pharmaceutical companies are collaborating with other companies, but they have many times failed to provide open access to data and resource sharing. This level of data protection and conservative approach to data management limits innovation. Moreover, it is not in line with the approach of academic institutions, where data sharing plays a major role. New, open business models (i.e. data sharing, globalization, transparency, etc.) support the concept of open innovation, but they require a new mindset from the people who operate in them. Companies such as Proctor & Gamble, Lilly, Merck, GlaxoSmithKline, Alynlam and Pfizer are using these models to become more innovative, resulting in product success rate of more than 50% and an increase of research & development (R&D) efficiency with more than 60% by making their technologies, expertise and company compounds more openly available. In this story, young scientists (e.g. PhD students and Postdoc researchers) can be the key to success to support partnerships among different industrial and academic institutions leading to successful projects and a step forward in pharmaceutical sciences.

In this session we'll study the key strategies employed by OrBiTo and PEARRL to create an environment that values and exploits a fuller, more powerful approach to collaboration. You'll leave this session able to begin work on an OrBiTo or PEARRL-like project of your own.

Learning objectives

- Network with the right people that will contribute positively to your project: Who are the right people to select to make this project a success?
- Create a logical, manageable workplan to make sure you will have a successful project from the start.
- Identify the key components of a truly collaborative environment that you should look for: What is the expertise of each company and how can they contribute to the project?
- Know and avoid the pitfalls of poorly structured collaborative environments.