



## Ithaka Newsletter, July 2010

### Sharing IP in leaner business models

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#### Have you read Ithaka's latest Blog?

Since 2009 Paul Rodgers has been publishing his blogs on the Ithaka website on a diverse range of topics:

- [Open innovation for the developing world](#)
- [Printing body parts](#)
- [Food for thought](#)
- [New approaches to stimulating the productivity of ...](#)
- [Stimulating venture capital investment in the UK r...](#)
- [Sources of Innovation](#)

New blogs are published regularly, take a look at

[www.ithaka.co.uk](http://www.ithaka.co.uk)

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#### Welcome to the latest edition of Ithaka's newsletter!

I recently wrote a chapter for the 2nd Edition of *The Innovation Handbook* (Kogan Page Ltd), offering practical guidance and advice to profiting from ideas, IP and market knowledge.

My chapter focuses on innovation in the Life Sciences and building companies through the practice of sharing IP in leaner business models.

You have a chance to win one of ten copies of *The Innovation Handbook* just by answering 3 short questions below.

Wishing you a good summer,

Dr Paul Rodgers  
Managing Director, Ithaka Life Sciences.

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#### The Innovation Handbook

A chapter written by Dr Paul Rodgers, Managing Director of Ithaka Life Sciences Ltd, has recently been published in the 2nd edition of *The Innovation Handbook* (Kogan Page Ltd).

Edited by Adam Jolly, *The Innovation Handbook* offers advice and commentary on the importance of innovation in business models and how to maintain and profit from it. With contributions from leading players in the technology, branding, design, intellectual property and innovation fields – including the UK Intellectual Property Office and the Technology Strategy Board.

Paul's Chapter focuses specifically on the life science industry and the problems faced in bringing innovations in life science to market. Paul's own expertise and experience in commercialising life science technologies is the source for his review.

Vital aspects of the challenge: funding, business models and IP are discussed in detail and Paul uses case studies from Ithaka's track record in supporting life science companies to demonstrate his practice of 'sharing IP in leaner business models'.

The theme features a case study on Paul's work with Psynova Neurotech, a company founded and developed with support from Ithaka Life Sciences since 2005. In 4 years Psynova rose from start-up to US product launch with less than £1.5M of traditional Venture Capital start-up funds and with no more than 2 full time employees.

In an interview, published in the UK's Intellectual Property Office's own newsletter, Paul comments,

'To reach market, innovators in life sciences are using their IP to create leaner business models. Venture capitalists have experienced too many disappointments and now prefer to direct their funds towards more proven technologies. As an innovator, you need to become more capital efficient and look at new ways of sharing your intellectual property.'

**Follow the link below to read Paul's chapter of *The Innovation Handbook* online:**

<http://wdn.ipublishcentral.net/koganpage/viewinside/11613101160795>

**To read the rest of Paul's interview with Adam Jolly, which will go online at the end of this month, see**

<http://www.ipo.gov.uk/news/newsletters.htm>

## Sharing IP in leaner business models

Since 2000 Ithaka has built a reputation as one of the UK's leading advisory and interim management services providers in supporting new and growing life science businesses.

We have delivered over 150 assignments for more than 80 clients, founded eight university spin out companies and assisted early stage companies to raise around £30m of investment finance.

**In growing our own business we have, in the last few years, developed a clear focus in the following areas of technology specialisation enabling us to provide leading edge services delivered to clients across the spectrum of emerging, SME through to multinationals:**

- Biomarkers and Personalised Medicine including diagnostics and biosensors
- Therapeutic proteins: technology, product development & manufacture
- Life science & biomedical research tools e.g. proteomics & genomics
- Regenerative medicine e.g. cell therapy & stem cells
- Small molecule drug discovery & development

Ithaka uses the approaches outlined in *The Innovation Handbook* to assist companies in remaining innovative and successful. Ithaka's Team has unrivalled experience allow businesses to maximise their potential and meet the challenges of today's markets head on.

## Win a copy of *The Innovation Handbook*

For your chance to win one of ten copies of *The Innovation Handbook* (rrp £29.95) simply fill out the short survey below. The first ten completed surveys to be received by us will win a copy of the book.

Click below to fill out the short survey:

<http://www.surveymonkey.com/s/YLP5XJF>

## Upcoming Events

**Ithaka will be at the following events. Please get in contact if you would like to meet us there.**

### **November**

**European Biomarkers Summit  
Florence  
9th-10th November**

<http://www.selectbiosciences.com/conferences/ebs2010/>

**1st World Congress of Biomarkers  
Shanghai  
10th–12th November**

*Dr. Paul Rodgers will be chairing a session and delivering a paper.*

This congress is one of three parallel congresses around molecular biology, biomarkers, and personalised medicine being held within BIT's First Annual Tetra-Congress of Mol-Med, 2010.

<http://www.bitlifesciences.com/mdpm2010/>

**December**

**Genesis  
London  
9th December**

<http://www.onenucleus.com/page/onenucleus-events?id=484>

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