

Settings and Audiences for Risky Business

The Pharmaceutical Industry Boardgame



**This training tool can be used for
a variety of audiences. See how
Risky Business can help you . . .**

Risky Business — An Engaging Learning Experience for All



Risky Business is a strategy training workshop in the form of a board game in which team members take on the role of executives of a mid-size pharmaceutical company. Players of all levels can quickly and easily gain profound insights into the complex mechanics of R&D and BD&L processes and strategies.

RISKY BUSINESS HAS PROVEN TO BE SUCCESSFUL FOR THE FOLLOWING:

Team Building & Get Together

- ➔ Post-Merger Global Team Integration
- ➔ Annual Retreat of Global Portfolio Management – BD&L
- ➔ Research Department Retreat

Workshops & Setting-the-Stage

- ➔ Top Management Training Retreat
- ➔ Strategy Retreat
- ➔ Research Department Retreat

Training & HR Development

- ➔ On-boarding Training for New Hires
- ➔ Career Development Programme
- ➔ Assessment Center for Recent Graduates

Internal & External Communication

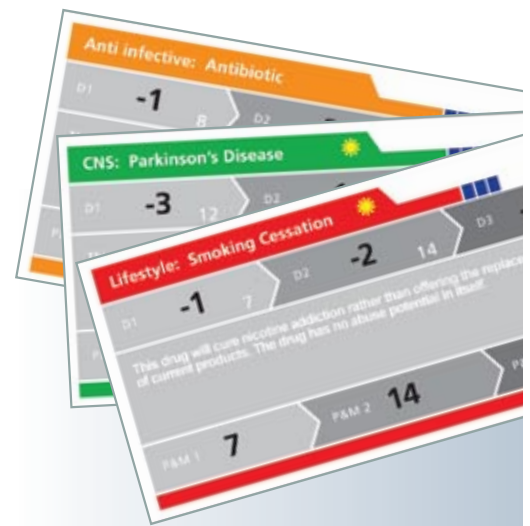
- ➔ Marketing & Sales Force Team Retreat
- ➔ Public Pharma Communication Forum
- ➔ Summer Seminar of Life Science Post Graduates



Participants achieve a clearer understanding of their respective roles, and gain insight into the fundamentals of the pharmaceutical industry. Participants immediately become engaged. However, even if they make all the right decisions, they may still fail, because the risks of R&D are high, and one cannot succeed without luck.

About the Game

- Participants form **at least five groups of up to four individuals**, each representing the executive team of a pharma company.
- Teams **develop strategies, make investments and may collaborate**.
- **Seven to nine turns are played**, complemented by short presentations throughout to highlight real-life pharmaceutical situations, risks and challenges.
- The team with the **highest company value at the end wins**.



In Their Own Words

We worked with Catenion to provide training and support for a new Portfolio Review System. They introduced us to their Risky Business Game which enabled the whole company to engage in a full day of intensive simulations that mirrored the real life decisions that our company has to take in managing its R&D portfolio. This proved to be an exceptional learning experience for our staff but also one which everyone enjoyed immensely. The Catenion team were extremely professional, knowledgeable and helpful in both the preparation and the execution of this very important training event.

Ron Long
CEO
Medivir AB

The seminar gives insight into why drug development is often so difficult and problematic, while at the same time also giving some insights into how to confront these challenges through deal making and improved decision making. Risky Business is a fun, interactive and productive way to work on team-building and for varied groups to look at their work in a more comprehensive way.

Priv.-Doz. Dr. med. Axel Glasmacher
European Head of Medical Affairs
Celgene GmbH

It was a super way for students from some 26 different countries to get to know each other and learn a lot about their current field of studies. It was challenging, but also showed more dimensions of the industry than the students normally see just in the classroom. I played this game myself and what impressed me was that I was learning and having fun at the same time. I believe this is the best way of learning.

Tomaso Piaggio, M. Pharm
President 2009/2010
EPSA- European Pharmaceutical
Students' Association

Find out more about how **Risky Business** applies to your company and needs.

Reserve your next corporate retreat today.

Visit us online at www.the-catenion-academy.com.

See back for fee schedule >

Risky Business – The Game

This version runs four to five hours and includes short presentations delivered during the game on such topics as:

How does pharma R&D really work?

How are R&D projects and deals evaluated?

What are industry benchmarks of key R&D parameters like success rates, costs and duration per development phase?

Fees: € 5.000 + VAT per group of up to 24 participants*.

Risky Business – The Game & Custom Workshop or Specific Presentations

In this version, the game is played embedded in a larger educational context targeted to a specific audience.

In-game presentations are tailored to the topics required and offer **deep insights** into selected aspects of the pharmaceutical industry, e.g. R&D cost, Pricing & Reimbursement, Market Risks, Portfolio Management practices, the role of BD&L and Partnerships in R&D Risk mitigation, or other fundamental topics. Details upon request.

Fees: start at € 8.000 + VAT per group of up to 24 participants*, depending on the level of customisation.

* Larger groups of up to 200 or more participants can be accommodated.



About the Instructor

Dr. Matthias Krings heads The Catenion Academy and is a founding partner of its sister firm, Catenion. Matthias has worked for European and global client organisations on **pharmaceutical strategy** with a particular focus on R&D portfolio management.

About The Catenion Academy

The Catenion Academy is the education arm of the management consulting firm Catenion.

The Catenion Academy helps **pharmaceutical professionals** to **reduce the risks** involved in bringing new drugs to the market and to **improve complex decision making** in R&D and BD&L.

We provide three types of educational programmes: **Risky Business**, a **strategy game** that provides profound insights into the complex mechanics of R&D and BD&L processes; in-depth courses on **decision analysis** techniques that improve investment decisions for R&D projects and portfolios; and **customised programmes** covering **specific topics** of client interest in pharmaceutical strategy. Our programmes help professionals both within and beyond the pharmaceutical industry, to gain strategic insight into the financial decisions of R&D and BD&L.



How to Get Started

For more information, please contact

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