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Welcome to the August 2008 Issue!

The **PharmSource PERISCOPE** provides valuable insight into sales issues and trends for companies that sell goods or services to bio/pharma. It helps you recognize new business opportunities, and overcome sales obstacles. Enjoy the August issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: July Opportunities

202 overall leads for pharma vendors were reported by the *PharmSource Lead Sheet* in July.

Lead Type	Jul-08	2008 Y-T-D
Non-US Leads	87	601
Early development candidates	46	374
Late development candidates	48	418
Large molecule candidates	20	250
Small molecule candidates	71	561
Newly-funded companies	50	370
New sourcing executives	16	156
Parenteral dosage form candidates	32	328
Oral candidates	44	337
Total Leads*	202	1,668

* Total leads include product acquisitions/alliances, company acquisition/alliances and other sponsor events. Pipeline leads shown are categorized by development, API and dosage form.

Lead Sampler

Below are two actual leads from a recent issue of the *PharmSource Lead Sheet (PLS)*, the weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It reports new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers 40-70+ fresh leads each week.

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Use the *PLS* to stay on top of opportunities as soon as they're announced to keep attuned to market activity and trends, and as a key resource for targeted marketing.

Products in Development

FOR WEEK OF:
07-27-2008

- Products in Development ●
- Product Acquisitions ●
- Corporate Finance ●
- Other Sponsor Events ●
- Key Appointments ●

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Phase I	
Company:	Genaera Corporation
HQ Location:	Plymouth Meeting, PA
Product:	Trobusquemine (MSI-1436)
Dosage Form:	Parenteral
Nature of API:	Chemical - Normal potency
Therapeutic Area:	Diabetes / Nutrition and Obesity
Comment:	Genaera reports positive data from its ongoing Phase I trial of trobusquemine, the company's lead candidate for the treatment of obesity and type 2 diabetes. Trobusquemine regulates food intake, weight gain, and blood sugar by inhibiting the protein tyrosine phosphatase 1B, which controls the function of leptin and insulin pathways. The company hopes to commence an ascending multiple-dose trial later this year.
Corporate:	Henry Wolfe, PhD
Clinical Research Contact:	Michael Gast, MD, PhD
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	Intercept Pharmaceuticals
HQ Location:	New York, NY
Financing Type:	Private equity placement
Amount Raised:	\$25.00 million
Description:	Intercept raises \$25 million in equity financing. The funding will be used to complete a Phase II trial with INT-747 and to continue pipeline advancement of FXR and TGR5 agonists.
Strategy:	Intercept is developing small molecule drugs for the treatment of chronic liver and metabolic diseases.
Corporate:	Mark Pruzanski, MD
Clinical Research Contact:	David A Shapiro, MD
Print Lead Email Lead	

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Sales Article

Sniper Fire & What It Means for Your Sales

By Steve Kraner

Tim Russert of Meet the Press recently played video of Ex-President Clinton defending Hillary's story about sniper fire. Bill said Hillary made a mistake because it was late and she is 60. Russert, who loves to put people on the spot, had James Carville on as a guest. Carville is a Democratic strategist who worked for Bill and is now supporting Hillary. Russert ran four videos in which Hillary repeated the sniper story several times - all before 10 am in the morning. He then turned to Carville and said, "Well?" Carville could only laugh, and then said something salespeople should remember.

"Bill seems to have forgotten an important lesson he taught me years ago. When we make it about *us*, it gets us in trouble. When we make it about *them*, it helps"

“I-Centered” Presentations

I was just approached by a firm that wanted me to refer them to my clients. I agreed to meet with them. Instead of a conversation, they wanted to do a presentation. The purpose of the presentation was to make me feel comfortable referring them to my clients. There were 47 slides. They included:

1. Our corporate overview
2. Our management team
3. Our team of experts
4. Our three business units
5. Our marquee client list
6. What makes us different?
7. Our promise to our clients
8. Our offering strategy
9. Our value proposition
10. Our expertise

If it's about YOU, you drive your prospect to start making comparisons.

If it's about you, it's like looking at the pictures of someone's recent trip – soporific.

If it's about you, it is endured and forgotten.

If it's about them, their problems and fixing them, then you engage them and help them take action.

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WTOP

A local radio announcer was doing a story on poison ivy the other day and he ended by making this point:

“There are hundreds of home remedies for poison ivy and a shelf full of balms in the drug store. I’ve tried them all. None of them really work. But the amazing thing is that *I still use them*. I guess I do it because it’s so annoying I want to feel like I’m doing something.”

RULE: People buy because of PAIN, not because of SOLUTIONS.

Good Selling!

About the Author

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Prospect Profile

Portola Pharmaceuticals, Inc.

Portola Pharmaceuticals is a privately-held, clinical-stage biopharmaceutical company that develops therapeutics for inflammatory and cardiovascular disease. As reported in the July 6, 2008 issue of the *PharmSource Lead Sheet*, the company raised \$60 million in a preferred stock financing.

Corporate Highlights

- November 2003: Business founded by Charles Homcy, David Phillips, and Robert Scarborough, all of whom were integral to the discovery, development, and commercialization of INTEGRILIN, an antithrombotic drug.
- Facility: Corporate Headquarters, South San Francisco, CA.

Business Relationships

- August 2004: In-licensed Millennium Pharmaceuticals’ Factor Xa inhibitor program.
- June 2005: In-licensed Astellas Pharma’s platelet adhesion inhibitor program.
- February 2005: Guy’s Drug Research Unit (also known as Quintiles GDRU), an independent research center based in London, conducted Phase I trials of betrixaban.
- July 2006: At 20 sites in the US and Canada, Phase II studies of betrixaban were overseen by Principal Investigator A.G.G. Turpie, MD, of McMaster University in Hamilton, Ontario and other unnamed physicians with clinical anticoagulant expertise.

Finance History

- December 2003: \$20.5 million in a round of Series A financing.
- 2004: \$21.5 million in equity financing.
- November 2005: \$46 million in a round of Series B financing.
- October 2006: \$20 million in debt financing.

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- May 2007: \$70 million in a round of Series C financing.
- July 2008: \$60 million in preferred stock financing.

Uses of July 2008 Financing

- To advance betrixaban through Phase II trials.
- To advance PRT060128 through Phase II trials.
- To continue development of preclinical candidate Factor Xa inhibitor antidote.
- To continue development of preclinical Syk inhibitor program.

Sourcing Opportunities

- While Portola Pharmaceuticals is a private company and has not disclosed specific needs, insight on possible sourcing opportunities may be deduced by assessing 1) Portola’s product pipeline (see table below), and 2) their announced plans for the recent July 2008 stock financing (see section directly above).

Investors

- | | |
|---|---------------------------|
| Advance Technology Ventures | Goldman Sachs |
| Abingworth Management | IBT Management Corp. |
| AllianceBernstein | Janus Capital Group |
| Alta Partners | MPM Capital |
| BBT Capital Management/Apothecary Capital | |
| Brookside Capital | Prospect Ventures |
| China Investment and Development | Sutter Hill Ventures |
| D.E. Shaw Group | Teachers’ Private Capital |
| Frazier Healthcare | T. Rowe Price |

Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
Betrixaban	Venous Thromboembolism & Stroke Prevention in Atrial Fibrillation	Oral	Phase II	Later in 2008, Another Phase II Trial
PRT060128	Acute Coronary Syndrome, Myocardial Infarction & Stroke	Oral & Intravenous	Phase II	Later in 2008, Another Phase II Trial
Syk Kinase Inhibitor Program	Cancer, Inflammation & Thrombosis	Oral	Preclinical	—
Factor Xa Inhibitor Antidote	Antidote for Factor Xa Inhibitors	Oral	Preclinical	—
Proprietary Aspirin Replacement	Aspirin Sensitive Coronary Artery Bypass Graft	—	Preclinical	—

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PharmSource Lead Sheet Special Offer

The *PharmSource Lead Sheet (PLS)* is the weekly web-based information service that identifies fresh business opportunities for companies serving pharma and biotech. Respected, endorsed and depended on by the top companies, the *PLS* informs you of new business opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and helps keep your lead funnel full.

If you're not yet a subscriber to the *PharmSource Lead Sheet*, we invite you to take a **complimentary test-drive** to see for yourself how this service can be a vital tool for growing your market share.

*** Subscribe by September 30, 2008 and
Get a 10% discount!**

Here are just a few things the *PharmSource Lead Sheet* can do for you:

- **Save money:** The *PLS* costs less than exhibiting at a single trade show, and far less than an internal prospecting staff.
- **On-going source of fresh leads and current market information:** The *PLS* alerts your sales staff of fresh leads every week, and keeps you on top of pipeline product activity and Bio/Pharma financings.
- **Excellent resource for targeted mailing/contact lists:** The *Full Database Search* feature can be used to create targeted lists of pharma companies for marketing campaigns or to contact for site visits.

* This offer is for new subscribers only at the Corporate- or Premier-level.

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