



# Linking up the Heidelberg/Mannheim and Leuven Health Ecosystems

Tess Korthout

External Innovation Scout

*Johnson & Johnson* INNOVATION

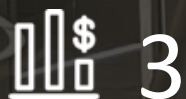
21 October 2022

# Johnson & Johnson Innovation – Notice

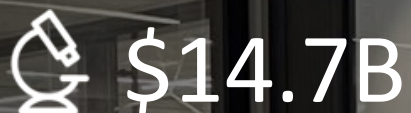
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# More than 130 years of creating value through innovation

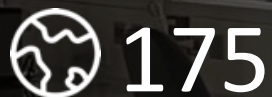


Business Segments



Invested in R&D in 2021

Selling products in more than



countries

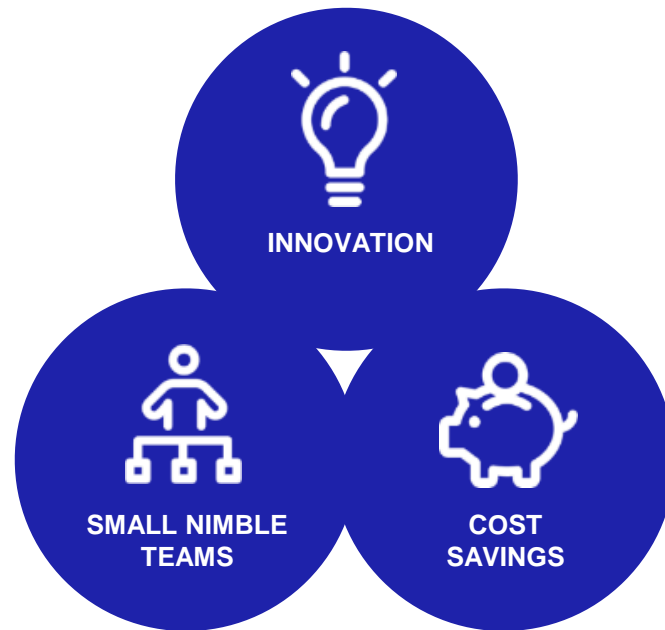


People use our products worldwide everyday

THE PATIENTS ARE WAITING

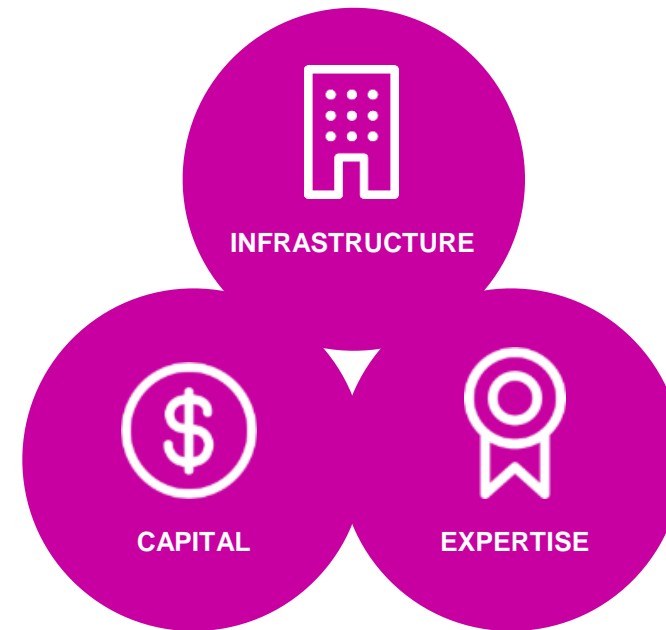
# We Need Each Other...

## Industry needs

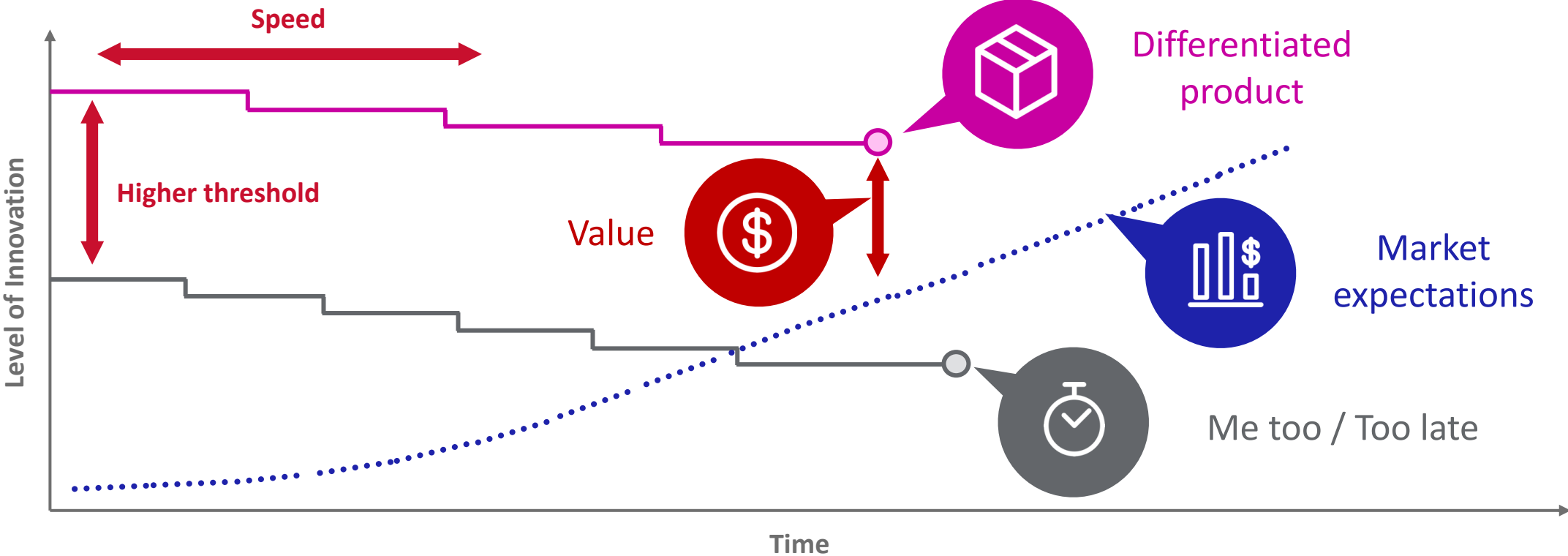


vs

## Entrepreneurs need



# Innovation Level Necessary for Success Has Dramatically Increased







Collaborations

Incubation



Acceleration

Deep R&D expertise



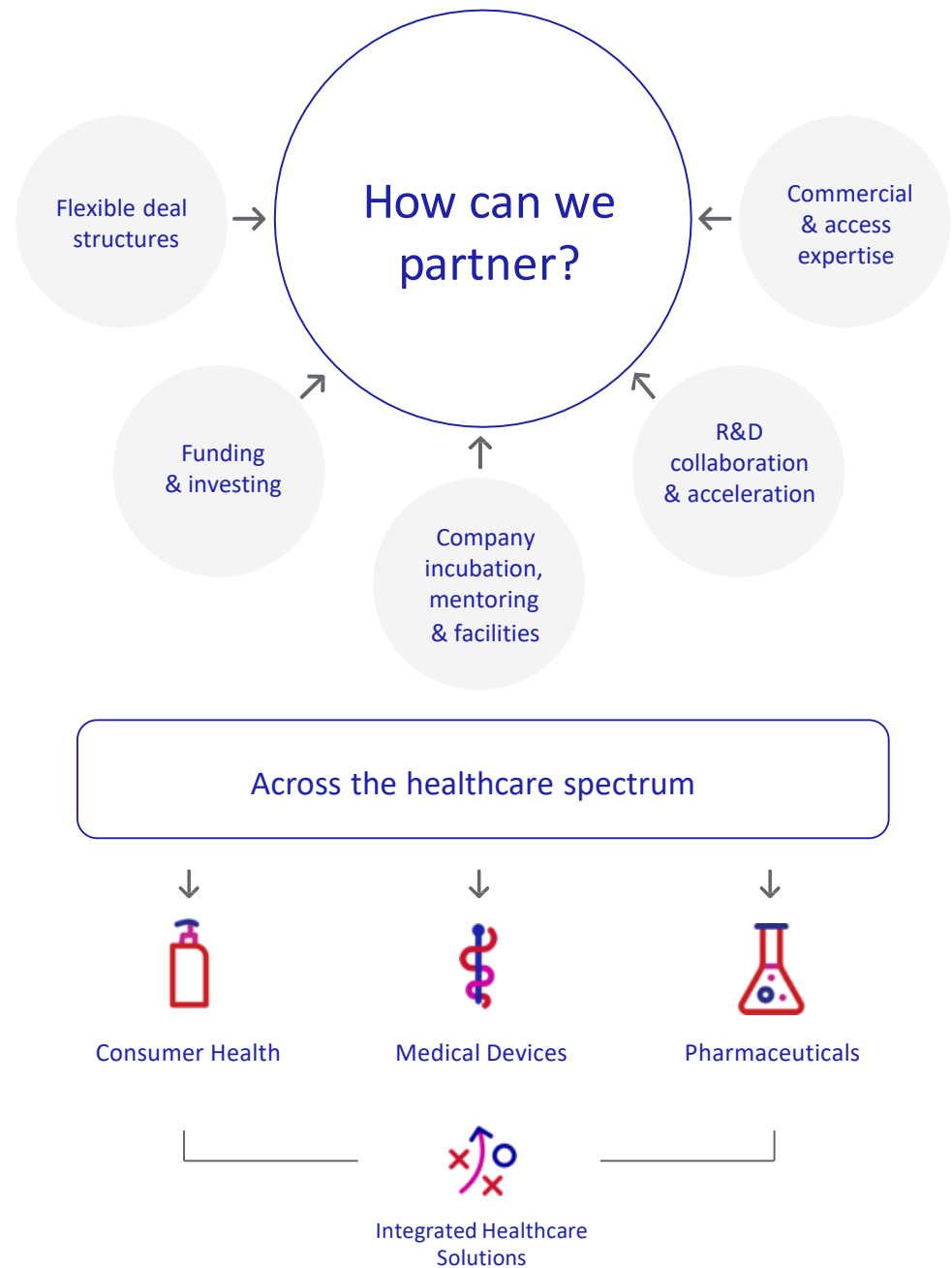
Investments

Deals

## 360° global innovation capabilities

Through our regional teams, life science and health technology innovators have access to the breadth and depth of offerings that are unique to the Johnson & Johnson Family of Companies.

# Key ingredients for a successful collaboration





# JLABS differentiated model

Access, resources and insights usually reserved for big companies



## Thought Leadership

**JPALS** - Connects **experts from the Johnson & Johnson Family of Companies** with emerging companies tailored to their specific needs and focus area to access Johnson & Johnson resources and accelerate growth.



## Purchasing Power

**Resource Hub Network** - **Vendors** selected for specialized, best-in-class services at discounted prices.



## Access to Capital

**Investor Hub** - **High-value healthcare investors** around the globe for mentorship and funding.



## Entrepreneurial Know How

**Programming** – Knowledge, **insights and connections** through workshops, networking events and key conferences.





Our Offering	Residency	Virtual
JPALS (mentoring)	✓	✓
Investor Hub	✓	✓
Resource Hub network	✓	✓
Programming (workshops, networking events)	✓	✓
Hot desking across 13 JLABS sites*	✓	✓
Juniverse online community	✓	✓
JLABS Navigator interactive companies guide	✓	✓
Dedicated lab & office space	✓	
State-of-the-art lab equipment	✓	
Global Connect conferencing	✓	

\*Specific to desks within open office space and upon availability.



# When a startup joins JLABS, J&J Innovation does not...



**See confidential information**

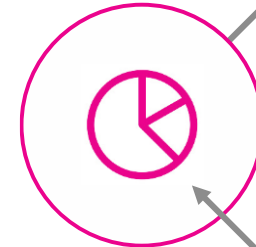
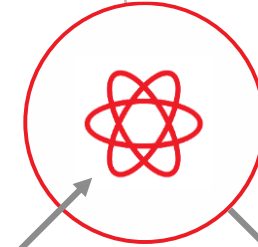


**Own any IP**



**Have any first rights**

Compelling science  
and/or technology in  
an area of strategic  
interest

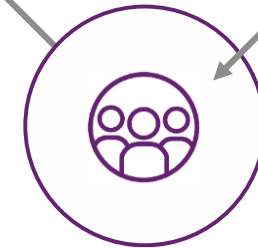


Ability to meet  
the financial  
obligations of the  
membership  
agreement

**Selection  
criteria**



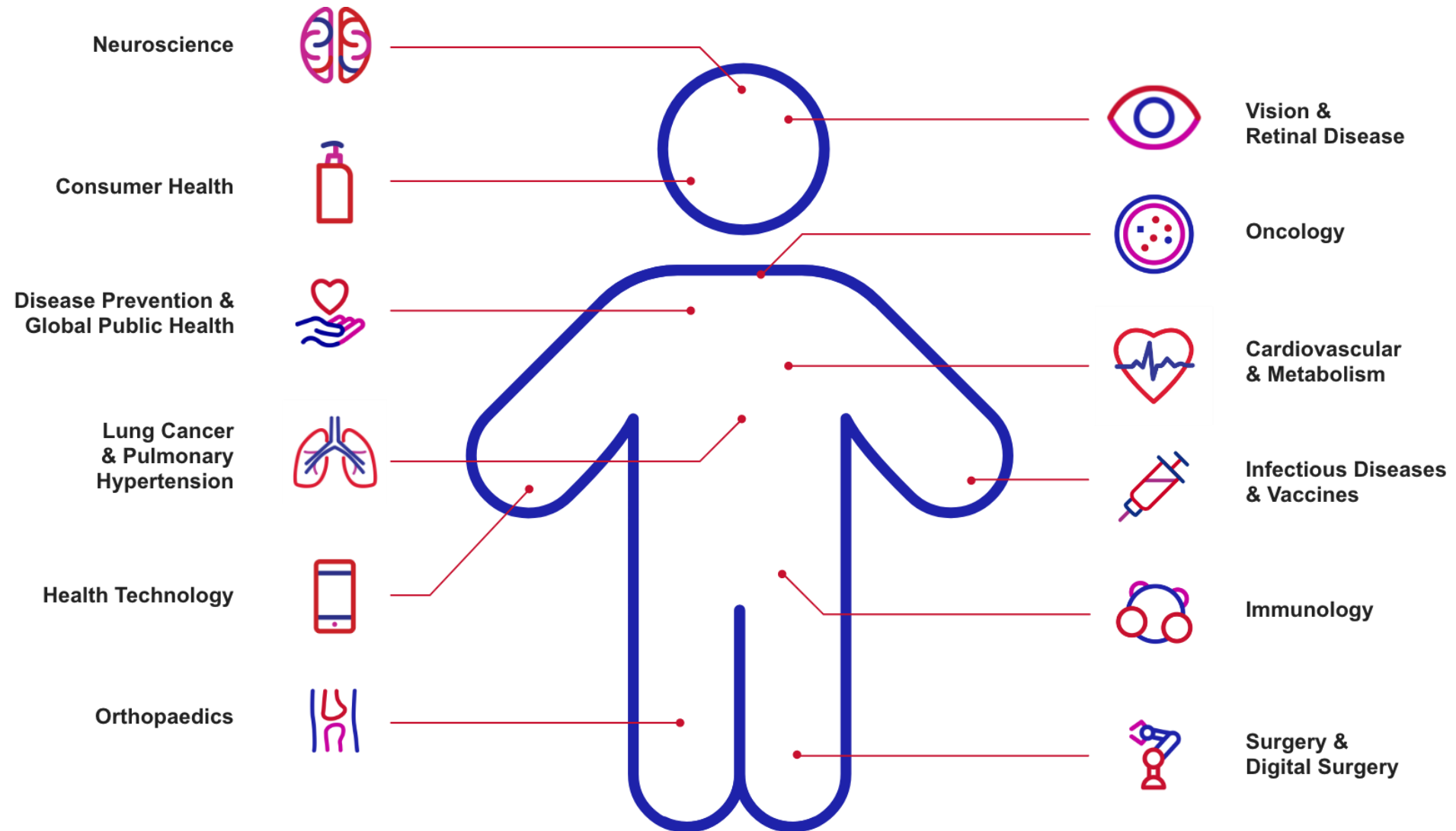
Area of  
significant  
medical or  
market need



Credible science/  
technology team



# AREAS OF INTEREST COLLABORATIONS



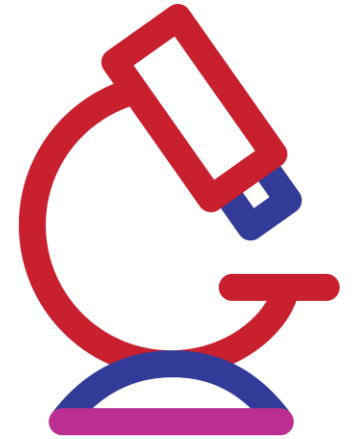
# Science is key

- **We like science!**
- We like to see your technology and understand what it is, what it can do
- We like to understand your “reasons to believe” that your solution will work
- Do not share your “secret sauce”
- Share your/other key publications
- **We need your help and enough information to champion your innovation and get traction**





# Data are key – The ideal dataset (pharma)



- Data supporting compound is acting *via* direct binding to the target
- Reasons to believe the science will translate to human e.g. human tissues, genetics
- Selectivity of the compound in assay panels
- Clear pharmacokinetic profile with dose-to-man predictions, with understanding of metabolism
- Evidence of target engagement *in vivo* at the anticipated site of action (PK/PD)
- Compound active in well-established and accepted models
- Early *in vitro* and *in vivo* tox screens e.g. hERG, MNT, Ames, cytotox, etc...
- Biomarker/patient stratification strategy established

# Why would we decline to engage?

- Medical need not clear
- Insufficient fit with our strategies and priorities
- Science not clear and/or not supported by data
- Does not meet innovation threshold
- Insufficiently de-risked (too early)
- Cannot envisage go-to market model





# #MakeTheConnection

- Meet up at local, regional and global partnering events
- Contact us and submit your ideas through our online challenges
- Engage with us and our collaborators through social media
- Explore our website and get to know our leadership
- Visit our locations across the globe



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INNOVATION

**Background slides**



# JLABS @ BE



Asyia Diagnostics  
Safer Immunotherapy For Cancer Patients



CAELUS  
HEALTH



DC4U



DYNAMIC METRICS



GENOME BIOLOGICS  
Redefining Drug Development



Johnson & Johnson INNOVATION



# Do your homework

- Know who we are and who you will meet.
- Know the company's products and research in your space. Understand how your innovation adds value to that portfolio.
- Know your competition, now and at market entry. Why is your approach (much) better?
- Understand your unique selling proposition (eg. IP) and know how to defend it.
- Know who will pay for your innovation.
- Know your preferred partnering approach and exit strategy (license, M&A, IPO)

