

BioScience@Sathguru: India's first dedicated life sciences and biotechnology technology transfer listserv launched

In these challenging times, sustaining enterprise growth solely through in-house R&D may not be the best strategy to survive and thrive. In the life sciences and biotechnology industry, enterprises house researchers and scientists who constantly work to create, develop, and commercialize novel and innovative products. Sometimes, the best answers are not found in-house. The business model of an enterprise is more important than its technology portfolio. With an ever increasing rise in the costs associated with product development and a share decrease in the product life cycles, enterprises face a challenge with developing new innovations, and with recouping the product development costs.

Perhaps, the answer lies in tweaking the business model. In an increasingly well-connected world, collaboration holds the key to success. At the heart of most of today's science and technology innovation, lies some excellent research conducted at universities. Universities are the source of some the most exciting innovations in life sciences and biotechnology research today.

The Technology Transfer Practice at Sathguru Management Consultants is a pioneer in providing technology transfer services to the public and private sector in South and South East Asia. Sathguru is the exclusive partner for Cornell University in South Asia, and plays host to some of the most exciting life sciences technologies from the US academia. In addition, Sathguru represents a wide spectrum of universities from the US, Europe and Asia, and is engaged in technology management and transfer in South Asia.

Sathguru is pleased to announce **BioScience@Sathguru**, India's first dedicated technology transfer listserv that will host some of the most promising technologies in agribiotechnology, biomedical and life sciences. This new initiative is a subscription-based service that will help biotech, pharma and life sciences enterprises in India to seek new cutting-edge technologies that will help boost research innovations, and in leveraging enterprise growth. Subscribers will get access to the latest technology briefs every week delivered on their desk. Subscriptions to **BioScience@Sathguru** can be availed through an email to Akshat Medakker: akshatm@sathguru.com.

With over two decades of experience and some of the best brains in the business, the Technology Transfer Practice at Sathguru is suitably placed to assist with research priority setting, new ideas creation, sourcing, evaluating, sharing and collaborating with IP, for Indian enterprises. Over the past decade, Sathguru has been involved in sourcing IP for its clientele, for marketing IP developed in-house, and for drafting and negotiating complex licensing deals. Some of the most recent success stories include a complex out-licensing deal for a major Indian pharmaceutical enterprise wherein its IP has been successfully out-licensed to enterprises in the global markets, and IP marketing for pharmaceutical, nutraceutical and biotech enterprises.

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