

BioAlliance

Analyze ► Strategize ► Monetize



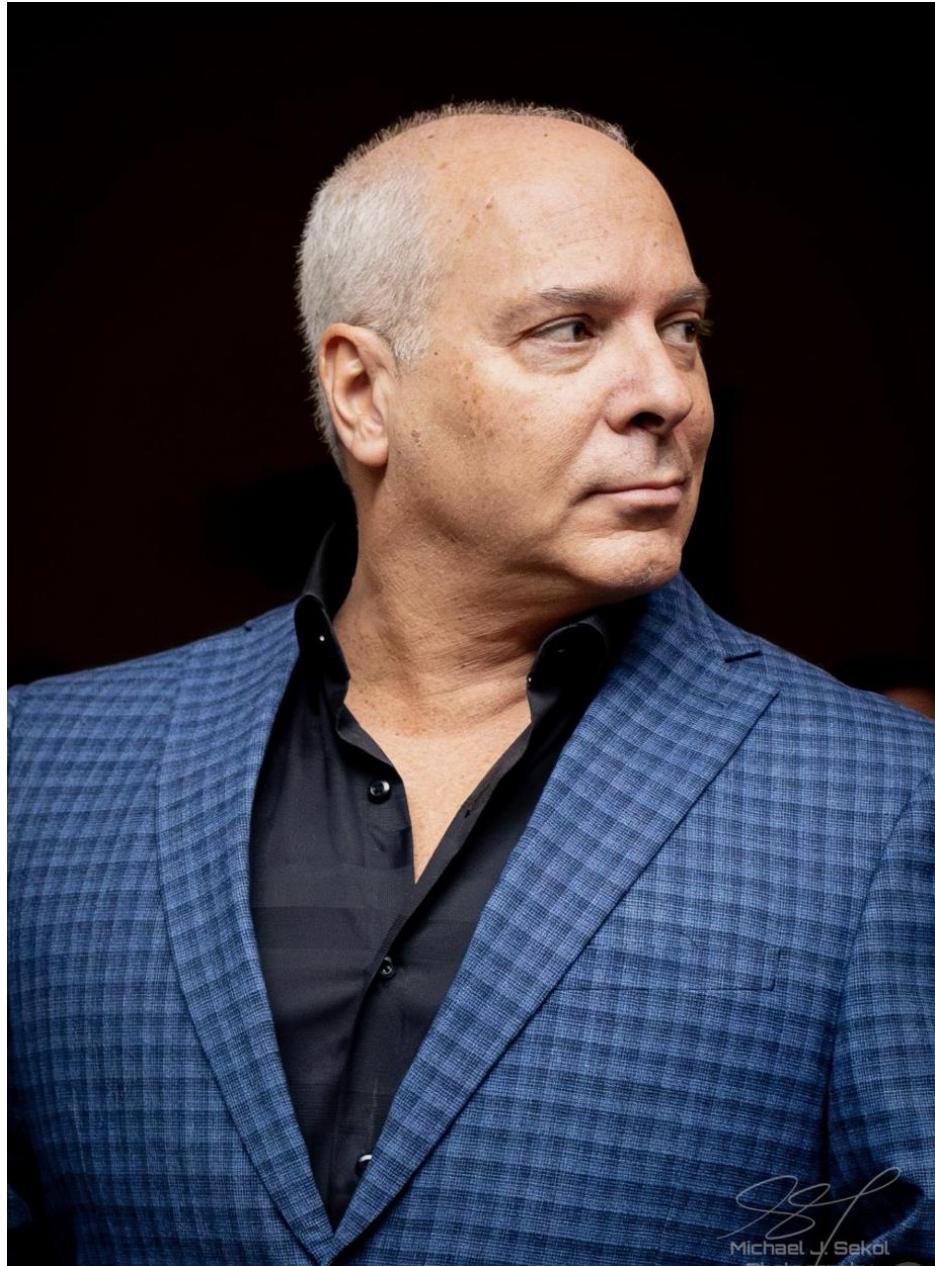
“Fractionalized BD” Revenue Infrastructure for Life Sciences Growth



“Marketing agencies created interest. Fractionalized BD created pipeline momentum and deals.”

(Chief Commercial Officer of Global CRO – Engaged at 4 Companies)

About the Founder



JAMES J. SARENE

FOUNDER & MANAGING DIRECTOR

- ✓ 30+ Years Experience
- ✓ Founded BioAlliance Strategies in 2011
- ✓ Life Science Focused
- ✓ Marketing, BD, M&A and Licensing
- ✓ CROs, Biotech, Pharma

BioAlliance Strategies

Build Your Sales Pipeline Not Your Sales Team with Our Social Science Backed Data-Driven, Cost-Effective Marketing + BD Model. Leverage Our Global Network of 40k+ Industry Contacts to Launch Newsletter Campaigns, Webinars, and Social Outreach That Amplify Your Brand and Increase Your Sales Pipeline.

Life Science Sales Challenges – How to Solve Them

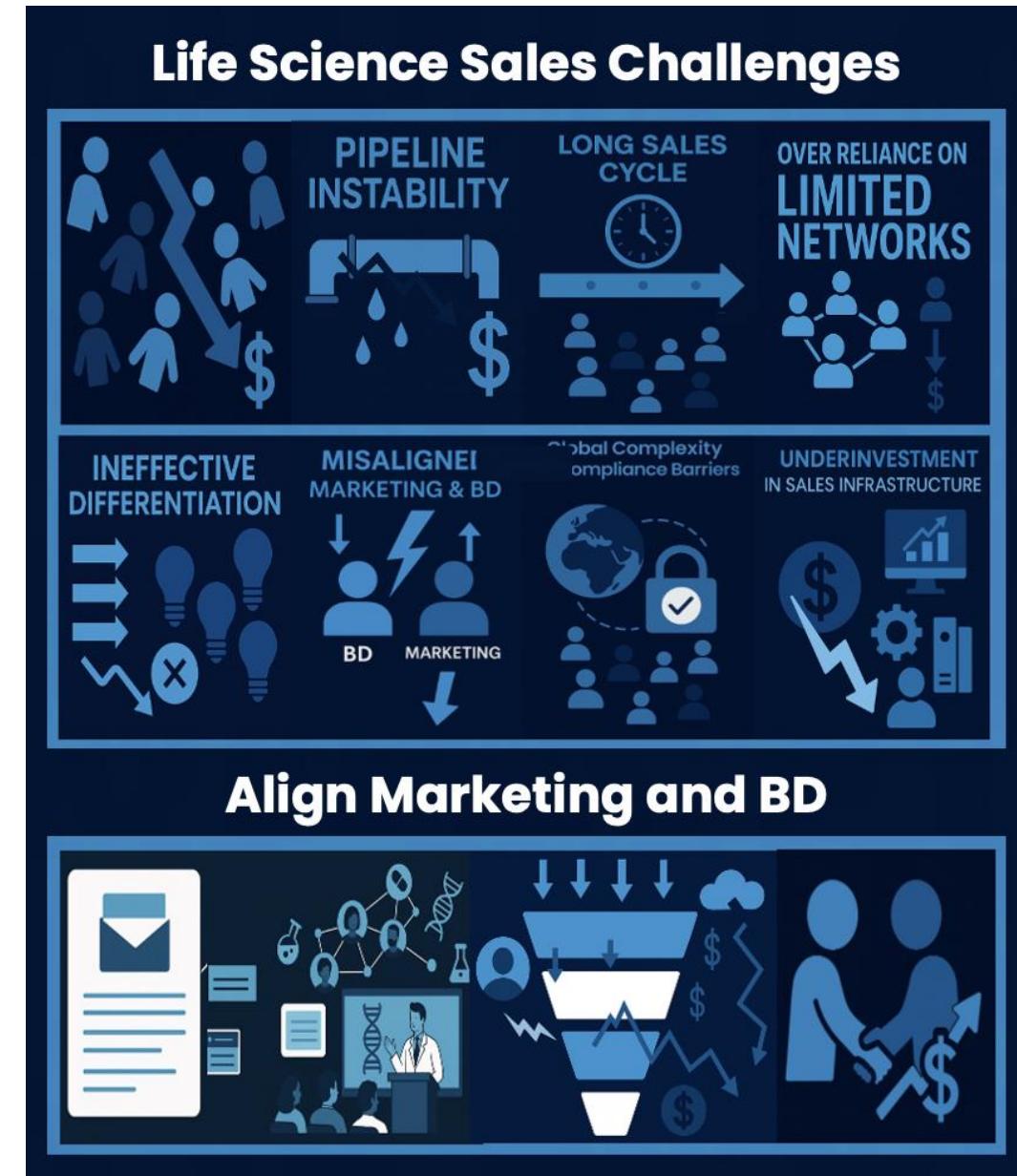
Life Science Sales Challenges

- ✓ Pipeline Instability & Long Sales Cycle
- ✓ Over Reliance on Limited Networks
- ✓ Ineffective Differentiation
- ✓ Misaligned Marketing & Business Development
- ✓ Global Complexity & Compliance Barriers
- ✓ Underinvestment in Sales Infrastructure

Solution: Content Marketing – 80% Rule

Gartner (2020, "The New B2B Buying Journey") – Found that "B2B buyers spend only 17% of their total buying journey meeting with potential suppliers. **"Most time is spent researching independently online, long before vendor contact".**

Demand Gen Report (2023 B2B Buyer's Survey) – Reported that "71% of buyers fully define their needs and 67% identify potential solutions before engaging with a sales representative."



Fractionalized BD – Revenue Infrastructure for Life Sciences Growth

FRACTIONALIZED BD SOLUTIONS

- ✓ **BUILDS CONSISTENT SALES PIPELINES** – RESEARCH-DRIVEN OUTREACH, STEADY LEAD FLOW, AND ACCESS TO GLOBAL NETWORKS.
- ✓ **INCREASES REVENUE EFFICIENCY** – EXECUTIVE-LEVEL EXPERTISE AT A FRACTION OF THE COST, SCALABLE TO YOUR STAGE, AND FASTER DEAL CYCLES.
- ✓ **ENHANCES MARKET PENETRATION** – ENTER NEW GEOGRAPHIES AND THERAPEUTIC AREAS WITH CROSS-SECTOR INSIGHTS AND STRONGER PARTNER POSITIONING.
- ✓ **DRIVES DATA-BACKED GROWTH** – METRICS, REPORTING, AND REAL-TIME FEEDBACK THAT ALIGN DIRECTLY TO REVENUE IMPACT.

REAL WORLD RESULTS

40k+ INDUSTRY CONTACTS **95%** SUCCESSFUL NEWSLETTER DELIVERY RATES **4k+** NEWSLETTER OPENS PER MONTH **200+** SUCCESSFUL CLIENT WEBINARS



Our Clients



ERGOMED

PRIMEVIGILANCE
An Ergomed Company



ClinActis



GLSA

GLOBAL LIFE SCIENCES ALLIANCE

LumaBridge

EPL

ACLAIRO®
pharmaceutical development group, inc.
an EPL company

pds
Intuitive Software
Insightful Solutions

TPS
Transformative Pharmaceutical Solutions

red nucleus



celerion
Translating Science to
Medicine

αCare
Pharma & Health | Innovation | Training

Qinecsa



TOOLS 4 PATIENT
WITH PATIENTS FOR A BETTER LIFE



TrialHub

PharSafer®



Gabrail
Cancer &
Research
Center

SARGON RESEARCH

MEDICAGO
GROUP

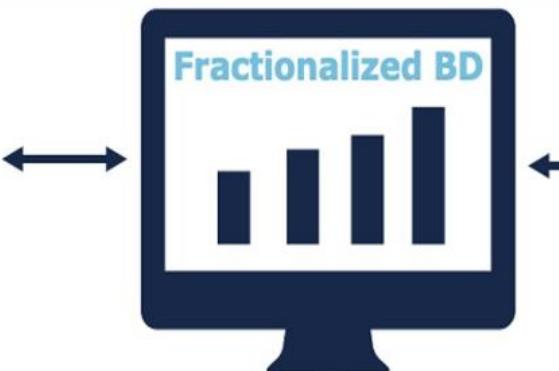
CLINIRX™

**SURGICAL TARGETED
SOLUTIONS INC.**

Digital
Command Academy

Fractionalized BD – Revenue Infrastructure for Life Sciences Growth

Our Model



**Report Activity
Exec & BD Team**



Calendar

Tie Activity to
Industry Events



LinkedIn

Create 2 Weekly
LinkedIn Posts



Newsletters

Promote People,
Capabilities &
Services



Webinars & Podcasts

Educate a
Global Audience



Reporting

Report Reader &
Attendee Activity

Outreach

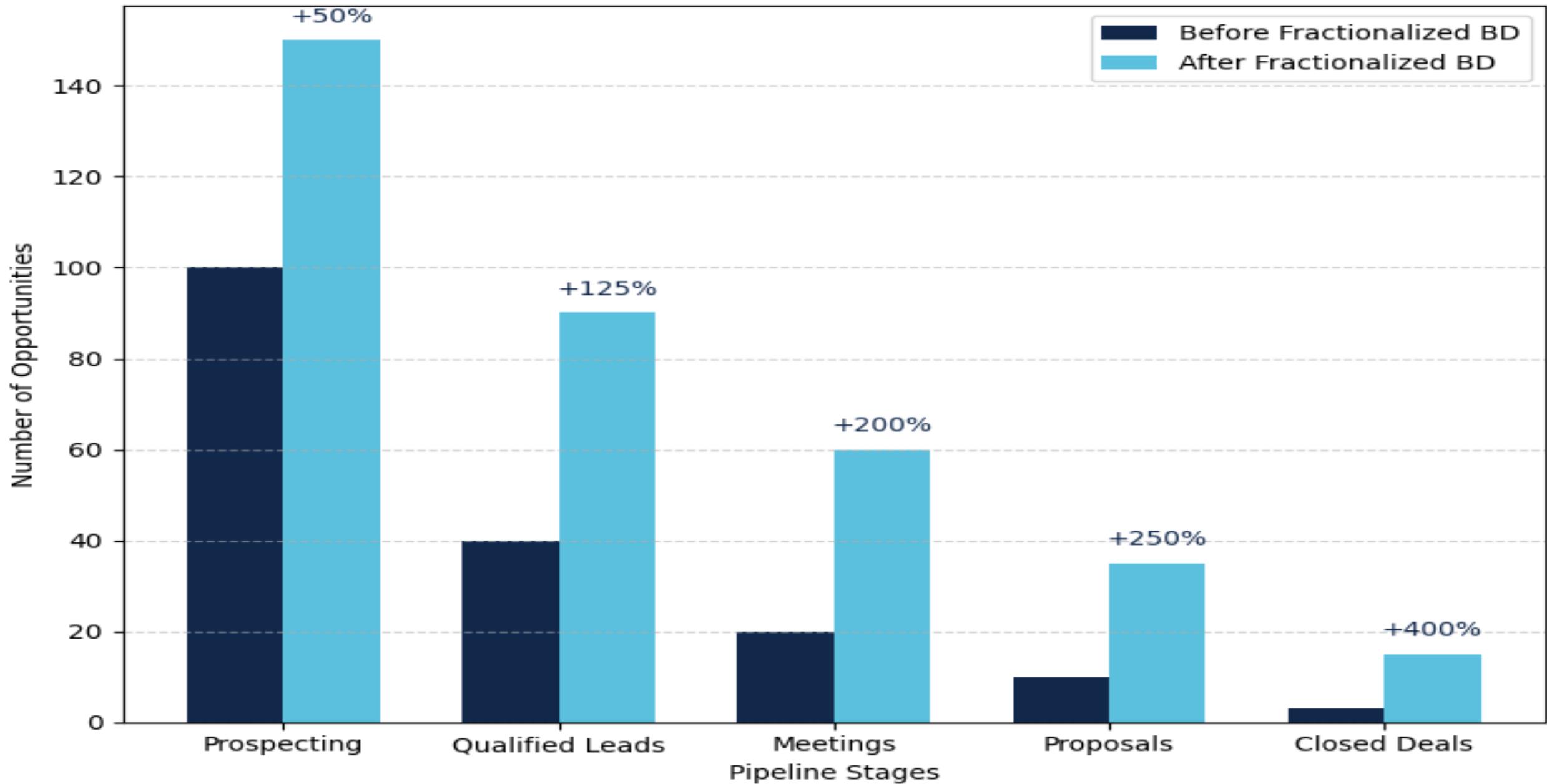


Educate



Engage

Fractionalized BD Impact - 5 Clients - 5 Year Timeline



"Case Study" - Global CRO - 6 Year Pipeline - RFP - Database Build

CLIENT OVERVIEW: Global Full-Service CRO in Phase I-IV clinical development and trial management with focus in oncology and rare disease and offices in 100+ countries and a team of 20 BD FTEs.

CLIENT CHALLENGE: Weak global recognition, Ineffective lead generation, inconsistent BD messaging and a small global database of ~3k life science contacts and stakeholders.

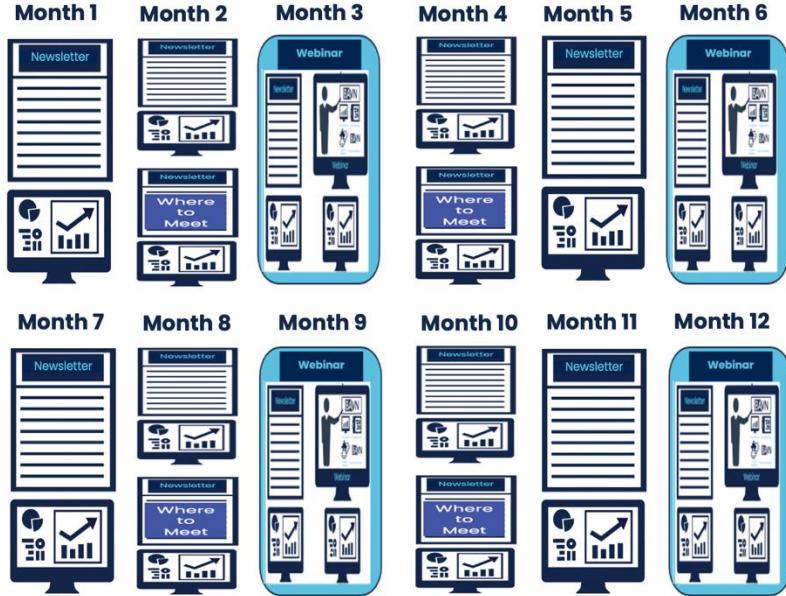
SOLUTION: BioAlliance provided a rich database of **40k+ industry contacts**, monthly newsletters, webinars to reach a global audience, enhance brand recognition and generate RFP opportunities.

RESULTS: The "Fractionalized BD" model delivered newsletter emails to **5.1M+** contacts with **921k+** people who opened and read. The client's **Open Rate** increased from **15% to 34%** as well as **1.55M+ Clicks** taking readers to websites, case studies, webinars and other collateral materials. Our reporting identified exact readers of their content, who attended their webinars and who requested further communication for upcoming trial work. These efforts increased their internal database from **3k+** to **6k+** of companies declared **High-Value-Targets**.

RESULTS (CONTINUED): Webinar results recorded & produced **37** webinars with **104 total sessions**, **362k+ registration page views** and **16k+ registrants** for their webinars.

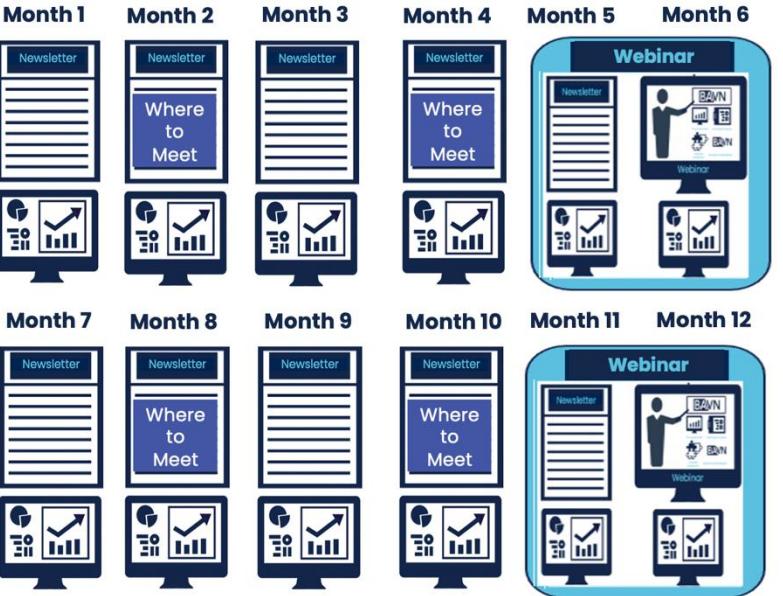
Pipeline / Database Build							
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Total
Emailed	407,640	1,204,663	1,292,487	720,445	776,303	765,764	5,167,302
Total Opens	61,755	136,472	119,145	123,192	217,447	263,302	921,313
Total %	15.1%	11.3%	9.2%	17.1%	28.0%	34.4%	17.8%
Clicks		partial year	18,937	43,428	91,395	66,088	219,848
Total Clicks			146,627	274,322	718,040	419,627	1,558,616
Total Newsletter Distributions	8	24	45	29	25	22	153
Total Webinars Sessions	2	16	17	21	21	27	104
Webinar Page Views			39,851	64,487	31,839	226,280	362,457
Webinar Registrations	106	2,012	3,756	4,577	3,116	2,522	16,089

"Fractionalized BD" 3 Optional Programs



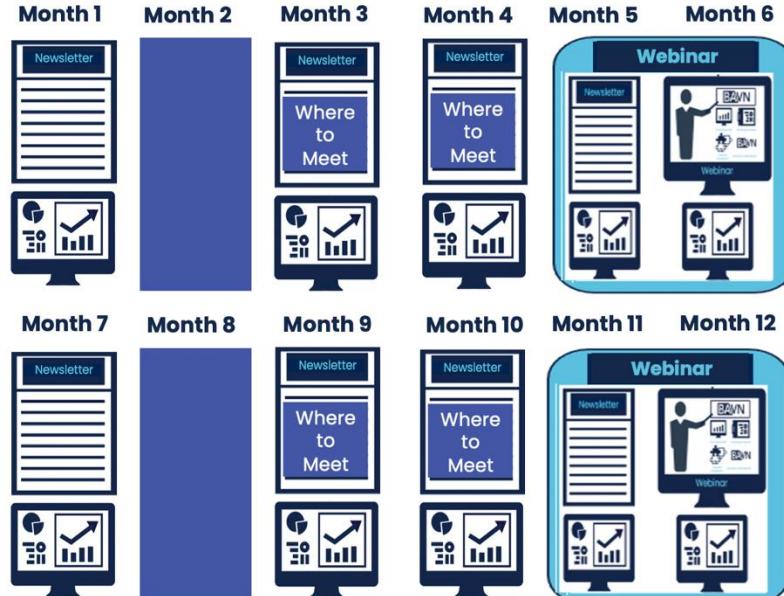
Monthly – 12 Mo

- 40K Industry Contacts
- Marketing Calendar
- 16 Monthly Newsletters Includes 4 Separate "Where to Meet" / Webinar Invitations
- 16 Re-Send Newsletters
 - "Non-Opens"
- 16 Newsletter Data Reports
- 4 Webinars
 - 4 Webinar Videos
- 20-24 Branded LinkedIn Posts
- 4 Corporate Videos



Bi-Monthly – 12 Mo

- 40K Industry Contacts
- Marketing Calendar
- 10 Bi-Monthly Newsletters Includes 4 Separate "Where to Meet" / Webinar Invitations
- 10 Re-Send Newsletters
 - "Non-Opens"
- 10 Newsletter Data Reports
- 2 Webinars
 - 2 Webinar Videos
- 20-24 Branded LinkedIn Posts
- 2 Corporate Videos



Quarterly

- 40K Industry Contacts
- Marketing Calendar
- 8 Quarterly Newsletters Includes 4 Separate "Where to Meet" / Webinar Invitations
- 8 Re-Send Newsletters
 - "Non-Opens"
- 8 Newsletter Data Reports
- 2 Webinars
 - 2 Webinar Videos
- 20-24 Branded LinkedIn Posts
- 2 Corporate Videos

BioAlliance Represents You at Conferences (Optional Add-On)

BioAlliance Will:

- ✓ SUPPORT IDENTIFYING APPROPRIATE CONFERENCES
- ✓ HELP IDENTIFY "**HIGH-VALUE TARGETS**"
- ✓ NEWSLETTERS TO PROMOTE OUR ATTENDANCE
- ✓ BIOALLIANCE **COVERS OUR USA FLIGHT COST**
- ✓ CREATE AND COVER COST OF ~ 50 6x8 INCH 2-SIDED BROCHURES TO DISTRIBUTE WITH **QR CODE**
- ✓ REPORT ALL ACTIVITY AND TARGET INTERACTIONS

Client Will:

- ✓ SUPPORT IDENTIFYING APPROPRIATE CONFERENCES
- ✓ HELP IDENTIFY "**HIGH-VALUE TARGETS**"
- ✓ COVER CONFERENCE FEE AND HOTEL COST

* Real World Results:

- ✓ **CLIENT 1:** ATTENDED **SCRS** FOR **S. AFRICAN SITE SMO**
- ✓ SECURED VENDOR LIST SPOT FOR **ASTRAZENECA, SANOFI AND PFIZER**
- ✓ ESTABLISHED 20+ US/EU BASED SITES & SITE NETWORKS FOR PARTNERSHIP DISCUSSIONS
- ✓ **CLIENT 2:** ATTENDED **WORLD Rx SAFETY** 3 YEARS FOR **EU PV/SAFETY** CLIENT
- ✓ SECURED 20+ DISCUSSIONS/MEETINGS EACH YEAR

SAMPLE 6x8IN 2-SIDED BROCHURE



James J. Sarene
Founder & Managing Director

Our Success

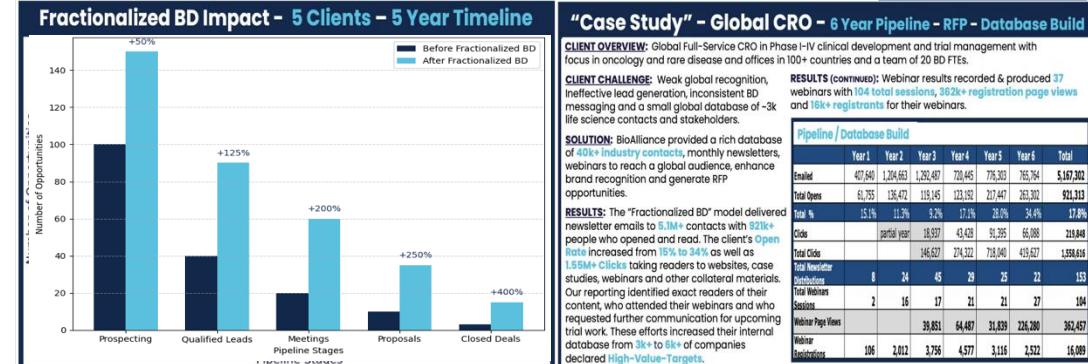
40k	95%
Industry Contacts	Successful Delivery Rates
4k+	200+
Newsletter Opens per Month	Successful Client Webinars

bioalliance
Analyze • Strategize • Monetize

Our Social Science Backed, Data-Driven Model Builds Consistent Sales Pipelines.

Schedule Call





High Value Target Pipeline Development (Optional Add-On)

Newsletter

Preliminary Follow-Up BD Activity – All leads are **enriched**, **categorized**, and **tracked** within your CRM to **maximize conversion** utilizing fully compliant **GDPR** and **Data Privacy** regulations. *Corstrate is a Strategic Partner for Ground-Level BD Activity*

Fee Structure in 5 Hr Weekly/Monthly Blocks in US/EU Currency

5 Hrs/Wk/Mo

15 Hrs/Wk/Mo

10 Hrs/Wk/Mo

20 Hrs/Wk/Mo

These blocks of time can be scheduled and adjusted as needed to satisfy goals. i.e. we may want to target conference meetings and provide more hours toward that in a specific time frame.



Report



Follow-Up



Qualify



Client Hand-Off



Strategic Partner

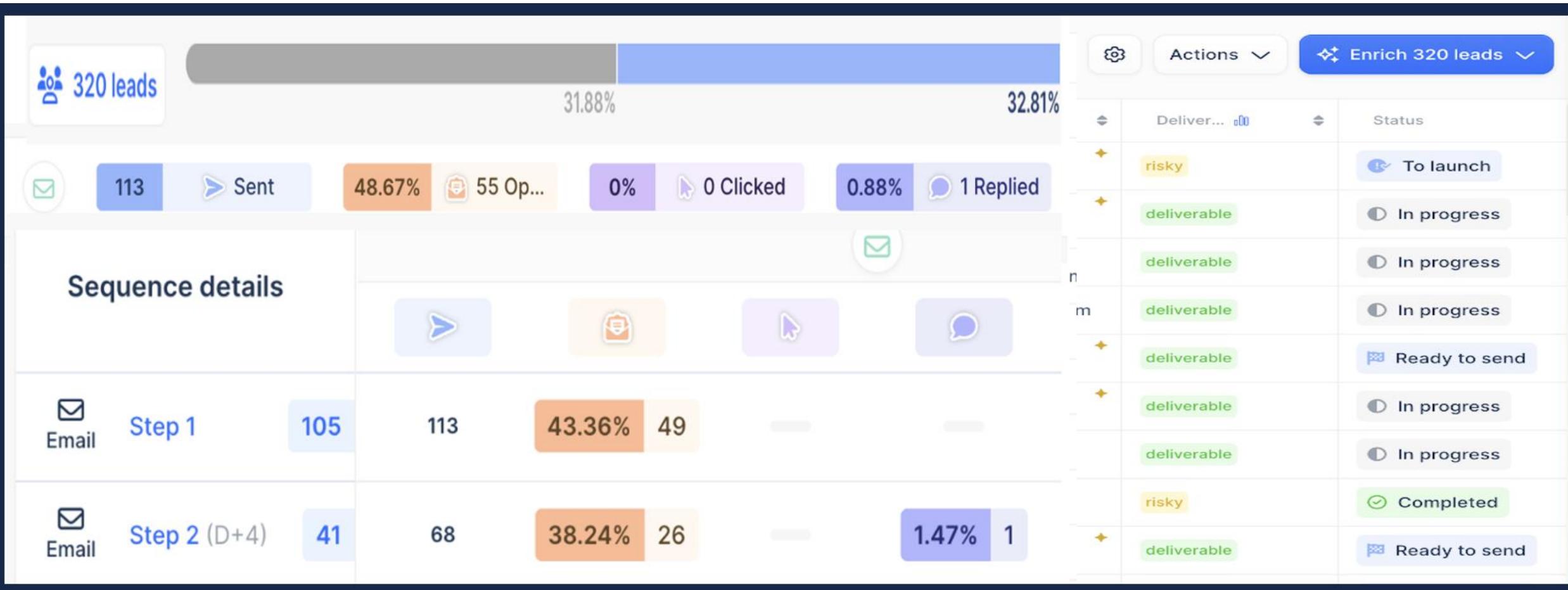
Distribute

Follow-Up

Engage

High Value Target Qualification Platform & Process

Qualifying Platform – Our targeted follow-up outreach **monitors open** and **response rates** to evaluate the timing and quality of lead selection for engagement.



Marketing Calendar – Plan Your Work, Work Your Plan

MARKETING CALENDAR

Build Your **Annual Marketing Calendar** Tying it to Relevant Industry **Conferences** and **Events** (ASCO, BIO, DIA) to **Promote Your Presence** and Help to **Schedule Meetings in Advance**.

Newsletters and LinkedIn

NEWSLETTERS AND LINKEDIN POSTS (CREATE 20-24 BRANDED POSTS)

Images and Links Draw Readers to Your Website and Events Along with Collateral Material Such as Case Studies, Webinars, Newsletters, and White Papers.

BioAlliance

Analyze ▶ Strategize ▶ Monetize

BioAlliance
Analyze > Strategize > Monetize

Optimizing Webinars for Engagement and Lead Generation

Optimizing webinars for engagement and lead generation is a powerful strategy for life science companies looking to expand their market reach. Here's a structured approach tailored to the unique needs of the life sciences industry:

- Define Your Audience and Objectives**
 - Segment your audience: Researchers, clinicians, healthcare providers, or biotechnology decision-makers may have different interests.
 - Taylor content: Address specific pain points like regulatory hurdles, clinical trial design, or technology adoption.
- Position the Webinar Strategically**
 - Educational vs. promotional: Focus on thought leadership and problem-solving rather than product pitching.
 - Topic relevance: Address trending scientific breakthroughs, regulatory changes, or case studies with measurable outcomes.

ERGOMED

Clinical Development Services

Orphan Drug Development Therapeutic Area Expertise In-house Phase I-IV Clinical Development Unique Site & Physician Support Solutions

Latest news

The image shows a screenshot of the ERGOMED website. At the top, the company name 'ERGOMED' is displayed in a large, bold, white font against a dark blue background. Below it, the text 'Clinical Development Services' is centered in a large, white, sans-serif font. The main content area features four circular icons with dashed outlines, each containing a white icon: a smartphone for 'Orphan Drug Development', a test tube for 'Therapeutic Area Expertise', a brain for 'In-house Phase I-IV Clinical Development', and a doctor's head for 'Unique Site & Physician Support Solutions'. Below these icons, the text 'Latest news' is centered in a white font. Three news items are listed in a grid: 'BellCurve and PBM Partner Experts Related to Clinical Development', 'The Telegraph: Credit should always go to the right people (by Mark H. S. Sparer, Executive Chairman, L2)', and 'Another PBM Help Request'.

The image shows an email preview for a pharmacovigilance webinar. At the top, there's a circular profile picture of a man with the text 'PrimeVigilance Ltd.' and '14,838 followers'. Below that is a '1 hr - Edited - 15' button. The main subject line is 'NEWS: We are kicking off the new year with a new Pharmacovigilance Advanced Learning Webinar series!' followed by '...see more'. A dark blue horizontal bar contains the text 'ADVANCED LEARNING WEBINAR SERIES'. Below that, the title 'Pharmacovigilance Audits and Inspections Navigation' is displayed. The main content area features a large image of a man with the text 'From the Perspective of Auditees and Inspected'. Below this, there's a smaller image of a person with the text 'Tiago Barca Ramos' and 'Associate Director of Projects and Qualified Person Responsible for Pharmacovigilance in the EU (EU QPPV)'. A 'WEBINAR DATE' section shows a calendar icon and 'January 27, 2022'. A large 'REGISTER NOW' button with a play icon is at the bottom, along with a 'PRIMEVIGILANCE' logo. The footer contains the text 'REGISTER NOW - Pharmacovigilance Audits and Inspections Navigation: From the Perspective of Auditees and Inspected' and 'Upmarket.com - 1 min read'.

The image shows the EPL logo at the top left, featuring a stylized blue 'E' and 'P' followed by the letters 'EPL' in a large, bold, blue sans-serif font. To the right of the logo, the words 'Independent. Expert. Responsive' are written in a smaller, black, sans-serif font. Below the logo is a photograph of a laboratory. Several people in white lab coats are working at black lab benches. One person in the foreground is looking through a microscope. The walls are teal, and there are framed pictures or certificates on the right wall.

Reporting 'Opens/Clicks' for BD Follow-Up Activity



REPORTING OF 'OPENS / CLICKS'

Data Reports Providing Your BD Team a List of Everyone Who **Opened** the Newsletter and Who **Clicked** on Specific Links. This is a Great **Follow-Up** Plan for Daily BD Activity.

Newsletter Data-Driven Lead Generation

Read Our Newsletters

Challenges and Solutions to Generate Meetings at Life Science Conferences

Written by: BioAlliance Strategies Inc. | BioAlliance Strategies Inc.

Benefits of Outsourcing Marketing and Business Development in Life Sciences

Written by: BioAlliance Strategies Inc. | BioAlliance Strategies Inc.

Read Our 226 Newsletters

249

Benefits of Newsletters for Marketing in Life Sciences

Written by: BioAlliance Strategies Inc. | BioAlliance Strategies Inc.

Benefits of Webinars for Marketing in Life Sciences

Written by: BioAlliance Strategies Inc. | BioAlliance Strategies Inc.

Schedule a 212 minute Call

212

Register to Win One Complimentary Webinar!

Experience How "Fractionalized BD" will Increase BD-ROI
Global Distribution to 40K+ Industry Contacts

\$10K Value

Register to Win

Watch Our 196 Webinars

About BioAlliance Strategies

BioAlliance Strategies communicates your value and capabilities to our proprietary global database of 40K plus industry contacts and will include your current CRM contacts. Our model is built to coordinate resources and act as a combination of both marketing and business development to maximize your BD-ROI. Our global outreach leverages platforms including newsletters, webinars, videos and social media.

James J. Sarene
Founder & Managing Director

- 30+ Years Experience
- Founded BioAlliance Strategies in 2011
- Life Science Focused
- Business Development, M&A and Licensing
- CROs, Biotech, Pharma

Contact Jim Sarene

Contact Us for More Information / Quote

Quote

109

BAVN

116

Newsletter

118

Newsletter Link

Deliveries: 51,872

Opens: 12,385

Individual Clicks: 917

Total Clicks: 9,424

Email Performance

See how your emails are doing with your audience.

Sent

51872

Open Rate

35.6%

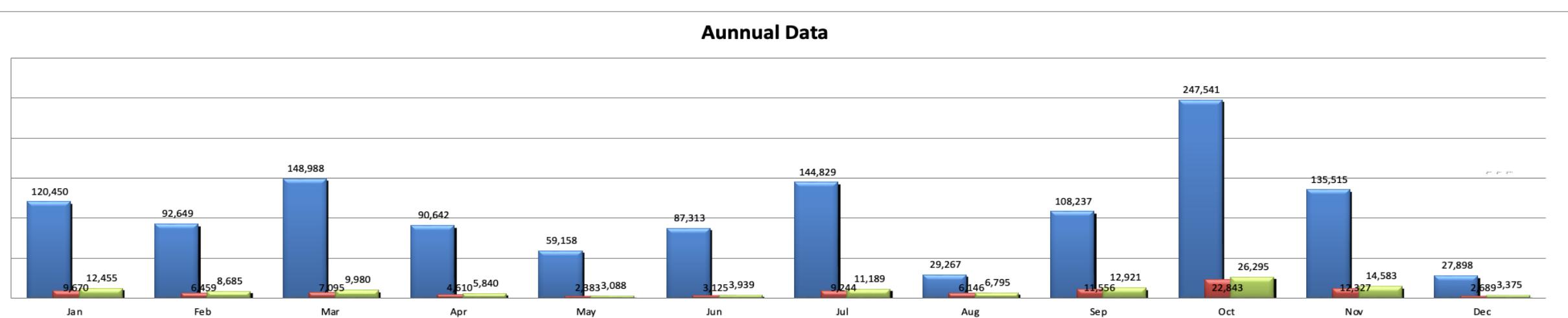
Click Rate

2.7%

	Original	Resend	Total		Original	Resend	Total
Opens	10794	1591	12385	Clicks	891	26	917
Sent	51872	24262	76134	Did Not Open	23742	22574	46316

Actual Client Newsletter / Webinar Metrics

Trending Opens														
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	
Emailed	120,450	92,649	148,988	90,642	59,158	87,313	144,829	29,267	108,237	247,541	135,515	27,898	1,292,487	
Opens	9,670	6,459	7,095	4,610	2,383	3,125	9,244	6,146	11,556	22,843	12,327	2,689	98,147	
Total Opens	12,455	8,685	9,980	5,840	3,088	3,939	11,189	6,795	12,921	26,295	14,583	3,375	119,145	
Single %	8.0%	7.0%	4.8%	5.1%	4.0%	3.6%	6.4%	21.0%	10.7%	9.2%	9.1%	9.6%	7.6%	
Total %	10.3%	9.4%	6.7%	6.4%	5.2%	4.5%	7.7%	23.2%	11.9%	10.6%	10.8%	12.1%	9.2%	
Campaign Distri	4	2	5	4	2	2	5	1	4	10	5	1	45	
Campaigns	1. PV Webinar: Brexit 2. Jan News	1. Webinar Invite 2. Rare Disease Day	1. Webinar Invite 2. Newsletter	1. Webinar Invite 2. Apr 1st News	1. Apr 2nd Send 2. May News #1	1. May News #2 2. PV Resend	1. Webinar 3x 2. News	1. Newsletter	1. Webinar Invite 2x	1. PV Webinar Invite x2 2. Nov Webinar Invite	1. Ergo Web Invite 2. Ergo Web Invite Remind	1. Holiday Card		
Total Webinars Sessions	2		2		2		2		3		3		17	
Webinar Page Visits	5,837		4,195		6,330		8,641		4,628		7,390		2,830	
Webinar Registrations	403		167		471		1510		258		847		100	
Annual Data														



Newsletters Reporting for Follow-Up Activity

NEWSLETTER REPORTING

Newsletter Activity Will be Reported Via Excel Sheet That Contains Contacts Who **Opened** and **Clicked** On Specific Links. This Assists BD for **Follow-Up Activities** to **Targeted Individuals**.

1	A	B	C
1	Owner	Country	Company
2	PharmSource	USA	Alkahest Inc.
3	PharmSource	Japan	Otsuka Pharmaceutical Co., Ltd.
4	BAS	USA	Medina Medical
5	PharmSource	Australia	Starpharma Holdings Limited
6	BAS		
7	BAS	USA	MacroGenics Inc
8	BAS		
9	BAS	Israel	Betalin Therapeutics
10	BAS		New Product Development Busi
11	PharmSource	USA	Galectin Therapeutics, Inc.
12	BAS		OmniComm Systems
13	PharmSource	USA	Pfizer, Inc.
14	PharmSource	USA	Akcea Therapeutics
15	BAS	USA	Drais Pharma
16	PharmSource	USA	Foamix Pharmaceuticals Ltd.
17	BAS		
18	BAS		Gray Regulatory Consulting LLC
19	PharmSource	USA	Axovant Sciences
20	BAS	USA	Brickell Biotech, Inc.
21	PharmSource	USA	Cavion, Inc.
22	BAS		Devana Solutions, LLC
23	BAS		Factory CRO for Medical Devices
24	BAS		Medical Research Network
25	BAS	USA	Seattle Genetics Inc.
26	BAS		
27	BAS		365force Inc.
28	PharmSource	USA	AzurRx BioPharma, Inc.
29	BAS		Boston Therapeutics , Inc.
30	BAS	USA	DEPOMED

Secured
Data

F
CEO
Senior Manager, Global Clinical Outsour
Sr Vice PreSident
CEO
Vice President, Clinical Research
New Product Development Business Par
Executive Director, Regulatory Affairs &
Director of Business Development
Medical Director, Therapeutic Area Clin
Head, HR
President & CEO
CEO
Managing Director
General Counsel
Senior Vice President, Clinical Operation
VP, Business Planning & Operations
Advisor
Head of Business Development, Factory
Sr Business Development Executive
Alexander.fingerle@tum.de
Social Entrepreneur
CFO
Chief Executive Officer
Senior Vice President, Chief Medical and

Secured
Data

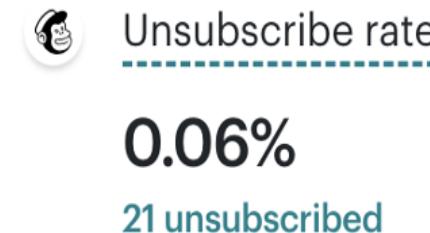
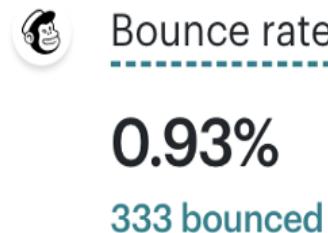
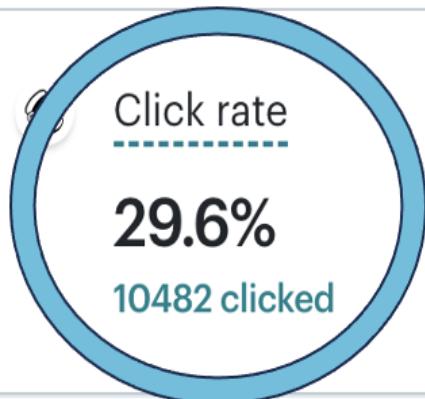
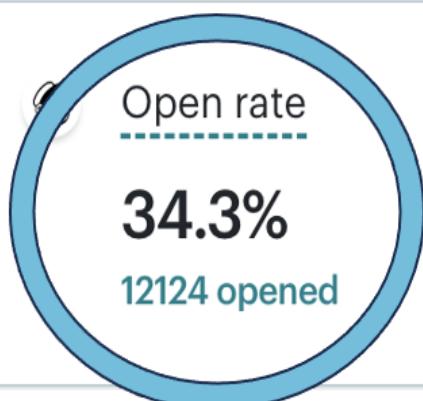
Newsletter Metrics – Audience Built For 4 Years

Data From Recent Newsletter (1st Distribution Plus 2nd to 'Non-Opens')

14,786 Individuals Opened the Newsletter Plus a Total of **67,892** Clicks!

November 6, 2024 - July 21, 2025 • Excludes Apple MPP

* Please note activity timeline – Still Active



Additional email details

Deliveries

Total opens

Last opened

Forwarded



Clicks per unique opens

Total clicks

Last clicked

Abuse reports



Webinar and Corporate Videos

WEBINARS AND CORPORATE VIDEOS

Your **Webinar** and **Corporate Videos** are a Tool to Educate a Global Market on Your **Website**, and **Social Media** Platforms.

We'll Leverage Your Monthly **Newsletters** to Pull Readers to **Download** Your Content That Will Build Your **BD Pipeline**.

Remember:

Gartner (2020, "The New B2B Buying Journey") – Found that "B2B buyers spend only 17% of their total buying journey meeting with potential suppliers. **"Most time is spent researching independently online, long before vendor contact".**



Webinar Benefits



- ✓ **Global Audience**
- ✓ Increase Brand Awareness
- ✓ Webinars are **Cost Effective**
- ✓ Increase Your **Database** & **Pipeline of Qualified Leads**
- ✓ Webinars are Recorded & Archived for Later Viewing

BioAlliance Client Registration Page

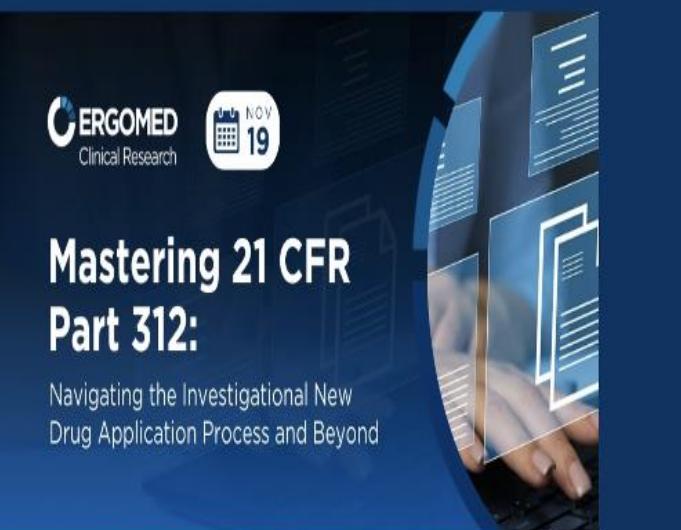


Ergomed Clinical Research Webinars

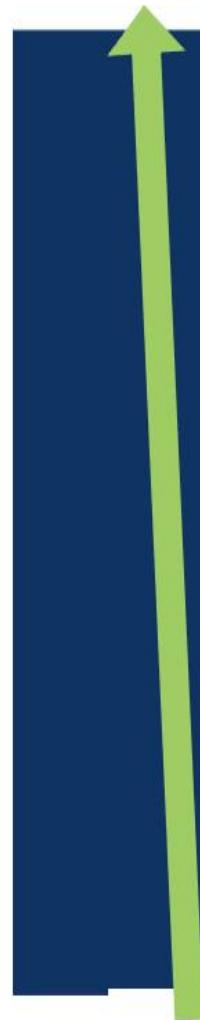
Get Help ▾ Home EWN

PRIMEVIGILANCE PrimeVigilance Webinars

Get Help ▾ Home EWN



**Mastering 21 CFR Part 312:
Navigating the Investigational
New Drug Application
Process and Beyond**



**The Regulatory Landscape of
AI: The Current State and
Future Trends**

WEBINAR WILL BE RECORDED



Ergomed Clinical Research Webinars



PrimeVigilance Webinars

Branded for Our Clients

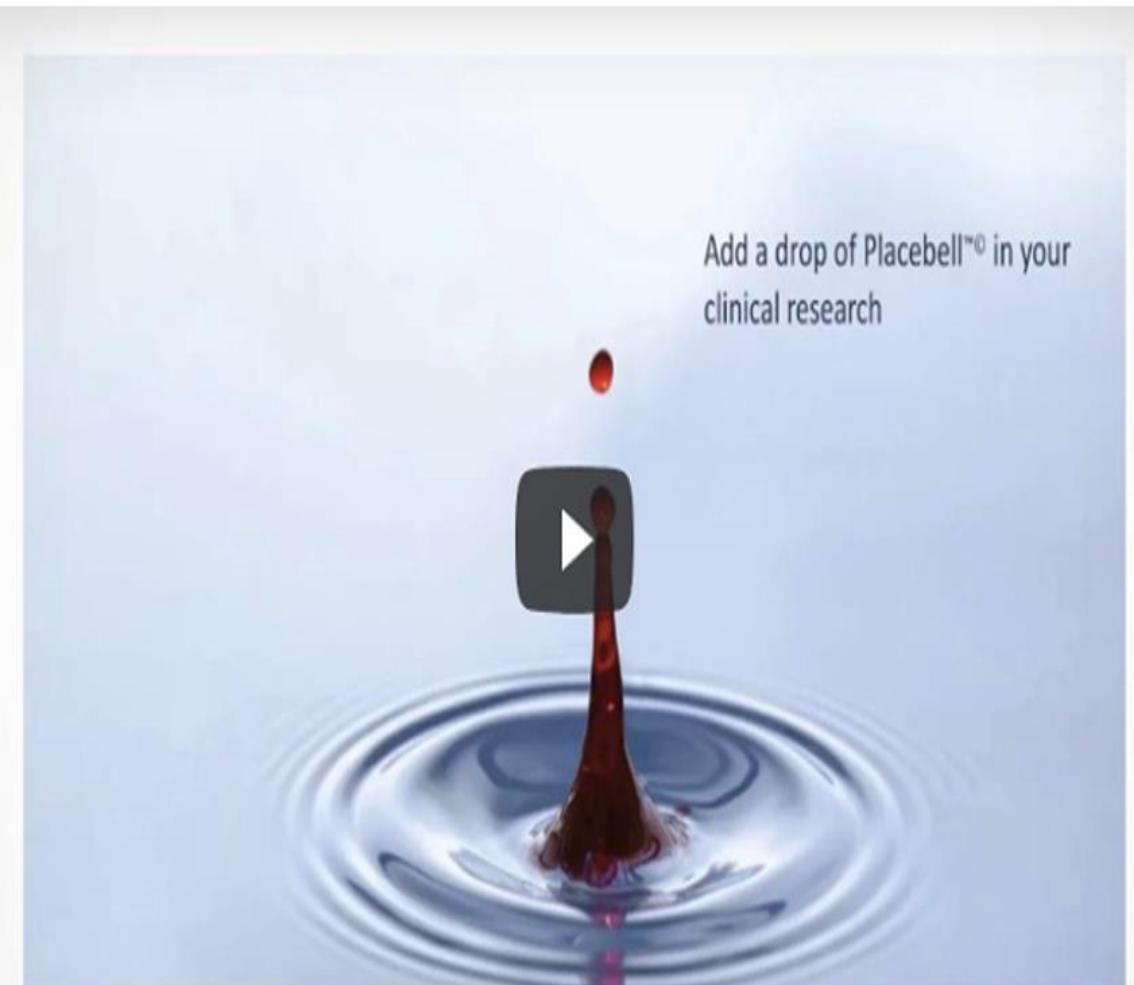


Audience is Pulled Directly to Your Registration Page

Webinar Views Over Time (i.e. 209 Registered)

WEBINAR REPURPOSING – REAL WORLD EXAMPLE

The **Real Value** of Your Webinar is the Next 12 Months After the Event. Newsletters Use Links to Pull Readers to **Download** Your Webinar Recording to **Capture Valuable Target Client Data**



Your Webinars Work 24/7/365

Meet the BioAlliance Strategies Team

OUR EXPERTS: OPERATIONAL, SCIENTIFIC AND TECHNOLOGY



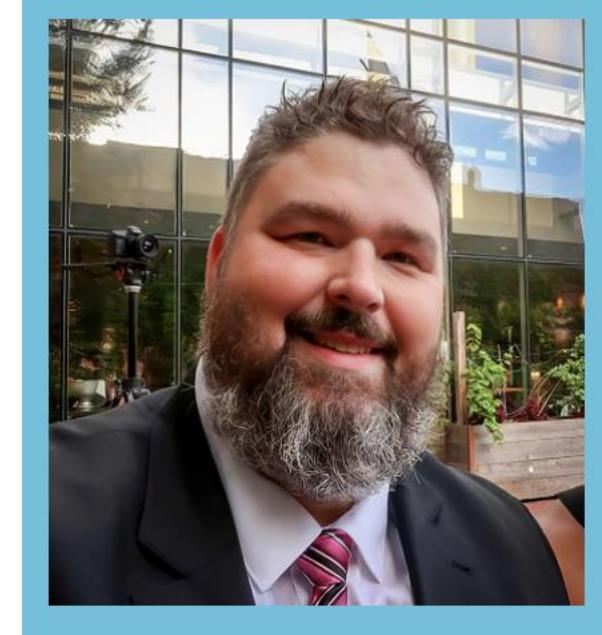
Claudio Rota, PhD, MS
Strategic Sales, Marketing



Imen Jelassi, PharmD, MSc
Strategic Sales, Marketing



Denise McNerney
Global Strategic Advisor



Michael J. Sekol
Software & Web
Development

Expert ▶ **Driven** ▶ **Committed**



JAMES J. SARENE
Founder & Managing Director

O 919-386-1666

M 704-293-7162

E James.Sarene@
BioAllianceStrategies.com

Thank You!

We Look Forward To Supporting
Your Global Marketing/BD Efforts

Request a Quote

Schedule Meeting
[Click To Schedule](#)