

let's open our eyes 



Crédit photo : Rapid Eye Media CC

## Théa Open Innovation Uses Inova as Their Single Source of Truth for Partnering

### The Company

Théa is the leading independent pharmaceutical group in Europe specialized in ophthalmology. With products in all eye care therapeutic classes, the family company is present in 75 countries, and is posting a turnover close to €600 million.

Théa Open Innovation is a sister company of Théa. It aims to identify, evaluate and develop innovative ophthalmic solutions in partnership with biotechs, start-ups and universities through licensing agreements and/or shareholdings. Théa offers its partners a unique expertise and ability to manage and develop innovative solutions in ophthalmology and provides the funding its future partners require to conduct proof of concept in humans.

### The Solution

Inova provides a single place where strategic information on prospective and on-going partnerships and deals can be easily stored, triaged and shared with the entire team. As the unique, intelligent repository they were seeking, Inova was an easy-to-adopt solution for the Théa Open Innovation team.

Lightweight and out-of-the-box-ready with minor customizations, implementing Inova at Théa Open Innovation was a breeze. Inova is easy to use but sophisticated in its ability to capture the intricacies and specificities of the scientific and biopharmaceutical world.

### The Challenge

The key to success lies in the addition and multiplication of innovative approaches. Partnering is thus key to Théa's strategy as they rely on partners to nourish innovation in their pipeline. A collaborative and open innovation approach is the bottom line. Identifying, assessing, setting up and managing those partnerships is the mission of Théa Open Innovation.

The increasing number of projects, along with the expansion of the Théa Open Innovation team led the company to look for a system that would efficiently centralize and interconnect projects.

### The Benefits

Every team member was able to configure Inova quickly and smoothly to their own specific vision and responsibility. For example, the scientific team specified how the molecules should be categorized and the medical team stipulated how the indication could be simplified to be clear to all.

Not to mention that implementing Inova at Théa took less than two months, to the satisfaction of Théa's IT requirements.

## The Need for a Collaborative Digital Platform

In less than two years of existence, Théa Open Innovation signed several promising partnerships in new therapeutic areas. At the same time, the arrival of many new collaborators in a very short time created the need for a collaborative platform.

Inova is the ideal tool for their needs. It keeps everyone informed about the progression stages with potential partners, the history of interactions at biopharma partnering events and the onboarding of new assets.

*“Inova is key to our team’s efficiency and advancing major projects along the pipeline. The Inova platform enables better sharing of information within the team and ensures we are all up to date on any project’s status in a few seconds.” – Colin Francou, Managing Director, Théa Open Innovation*

Furthermore, it was crucial that the entire team-Scouting & Scientific Evaluation, Medical Evaluation, Analysts, Business Development to Alliance Management-be involved in the adoption of Inova to tailor it to diverse needs, perspectives and objectives. This was easily accomplished with a series of efficient meetings between Inova and Théa Open Innovation.



**Colin Francou**  
Managing Director  
Théa Open Innovation

*“Inova is our corporate memory. No matter who attends a partnering conference, they have all the information they need to interact confidently and professionally with prospective partners. We finally have a way to easily find what was said and we never have to re-start from scratch.”*

## Simplicity and Flexibility

Inova provides the entire team at Théa Open Innovation a single, straightforward and transversal partnering tool. It gives everyone a broader view and ensures all are aware of potential and on-going projects and partnerships. Another advantage for Théa is that Inova represents a single source of truth for these activities and deals.

During bi-monthly portfolio meetings, the team scrutinizes and triages new partnering and licensing opportunities in Inova and follows up on current projects. Coordinators are appointed to approved projects and updating Inova with these projects’ information and advancements.

This is easily accomplished thanks to Inova's ergonomic functions like the workflow update and opportunity status parameters. Subsequently, everyone on the team can quickly check the status of the pipeline from a bird's eye dashboard view of deal phases down to the fine details of the breakdown of indications for a particular asset.

"In less than two minutes, we can create an opportunity in Inova with enough information that anyone on the team will know what it's about." – Colin Francou, Managing Director, Théa Open Innovation

## A Single Source of Truth

The synergy between Inova's One-on-One Partnering™ platform and Inova's partnering platform is key for Théa Open Innovation. They can easily import past partnering meeting details (including contact details and relevant documents) from conferences, like the BIO International Convention, into Inova and follow up with new strategic contacts.

This allows everyone on the team to know who met whom and what was discussed at key life science conferences. By exploiting the full potential of Inova's products to track and pursue deals and partnerships, Inova is Théa Open Innovation's indispensable partnering sidekick.

## About Inova

Inova accelerates partnering for the future of medicine. Our cloud-based solutions help life science companies manage their biopharma opportunities more efficiently. They find all their partnering information in one place, track their deals and alliances easily and report on their pipeline and activities in seconds.

We also have strategic partnerships that make data from the 20 biggest biopharma events automatically available in Inova, providing our users with always up-to-date company and contact information.

Over 150 life science companies, including 50% of the top 50 pharmaceutical companies and many midsize pharma and innovative biotechs already use Inova.

We are headquartered in Lyon, France and have offices in Denver, New York and Tokyo. For more information, visit [www.inova.io](http://www.inova.io).