



Kaken Brings Visibility & Tracking to Scouting Activities

The Company

Kaken Pharmaceutical (Kaken) is a specialty pharmaceutical company that conducts research and development in novel pharmaceuticals. The company offers solutions in the fields of orthopedics, dermatology, immunology, inflammation, allergies, fungal infections and pain relief.

Kaken's partnering activities include both searching for new in-licensing opportunities that will contribute to their sustainable growth, as well as out-licensing some in-house products from their own drug discovery.

The Challenge: Decentralized Scouting

At Kaken, pre-CDA scouting was completely decentralized. Each business developer scouted for opportunities and tracked their interactions on their own spreadsheet. While this system was fast and easy for the business developers, it was impossible to get a global overview of how many and what kinds of opportunities were being evaluated and declined pre-CDA.

Inova Next Generation: Easy, Intuitive Scouting Solution

Kaken selected Inova's Next Generation Partnering Platform as an easy, intuitive solution to replace their spreadsheets. Kaken now has one central place for their scouting activities that comes with features and capabilities designed to accelerate the partnering process.

Simplified Data Entry for Better Opportunity Tracking

At Kaken, the goal was to replace spreadsheets without increasing the burden on its business developers. Inova Next Generation is designed to make daily tasks, like creating new opportunities, fast without compromising on quality.

For example, Inova Next Generation features an integration with Inova Data, Inova's proprietary database of curated company and asset profiles for biotechs seeking investments or out-licensing. When creating a new opportunity, Inova Data does the heavy lifting, autofilling key fields such as the company description, financial data, asset classification and development, and more. From there, additional information can be added, such as graphs and charts using the rich text editor, or by drag and dropping emails and documents, providing a complete picture of the opportunity.



Yo Sonoda

Business Development Manager
Kaken

"Inova Next Generation is very intuitive. I especially like how simple it is to add information. I use Inova Data to quickly create new opportunities and then I complete them with figures, tables or pictures. This makes it much easier to understand what the interest in the opportunity is."

Monitoring Performance with Reporting

By using Inova Next Generation for their scouting activities, Kaken is better able to monitor their in-licensing activity, tracking the number of new opportunities created each month.

"While in-licensing activity varies throughout the year depending on period, it's a good performance indicator. Using Inova Next Generation we can now monitor our activity level in 2023, compare it to last year, and take action, if necessary, to activate our licensing activities." - Yo Sonoda, Business Development Manager, Kaken

About Inova

Inova is the leading provider of digital partnering solutions for the biopharma industry. More than 60% of the world's largest pharma companies and hundreds of innovative biotechs rely on Inova's cloud platforms to manage their opportunities and partnerships, from sourcing leads to deal signature to alliance management.

With data, opportunity portals, and event offerings, Inova delivers structure, efficiency, security, and compliance to more than 160 clients. In 2022, Inova acquired two innovative companies: IN-PART, the successful academia-industry matchmaker, and Labiotech.eu, Europe's leading digital biotech media company.