

What is SWOT? Forget the lab, will it sell?

A/Prof Tina Wong

BSc(Hons) MBBS FRCS(Ed) FRCOphth FAMS PhD

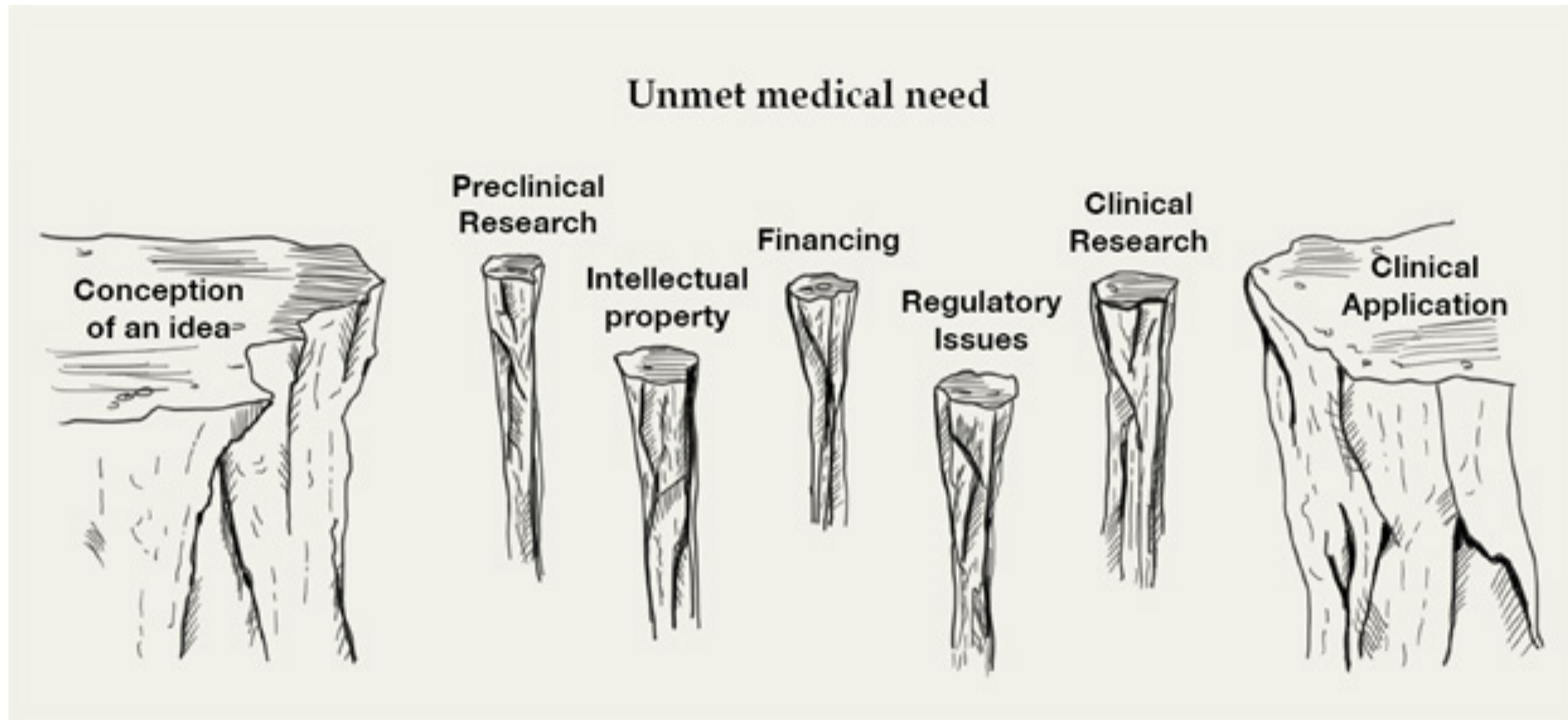
Singapore National Eye Centre
Singapore Eye Research Institute
Duke NUS Graduate School of Medicine

Financial Disclosure

Co inventor of liposomal latanoprost

Co founder of Peregrine Ophthalmic Pte Ltd

Translational research : commercially-oriented science



Your Vision...

- Roll out a new diagnostic
- Develop new therapeutic
- Deliver alternate/enhance existing surgical instrument
- Provide better healthcare communication systems

Strategy = *what* to do

Plan = *how* to do it

Plans rarely go smoothly....



“Everyone’s got a plan, until they get hit...”

Mike Tyson

What can go wrong?

- Funding
- Experiments (patients/ animal models)
- Manpower
- IP

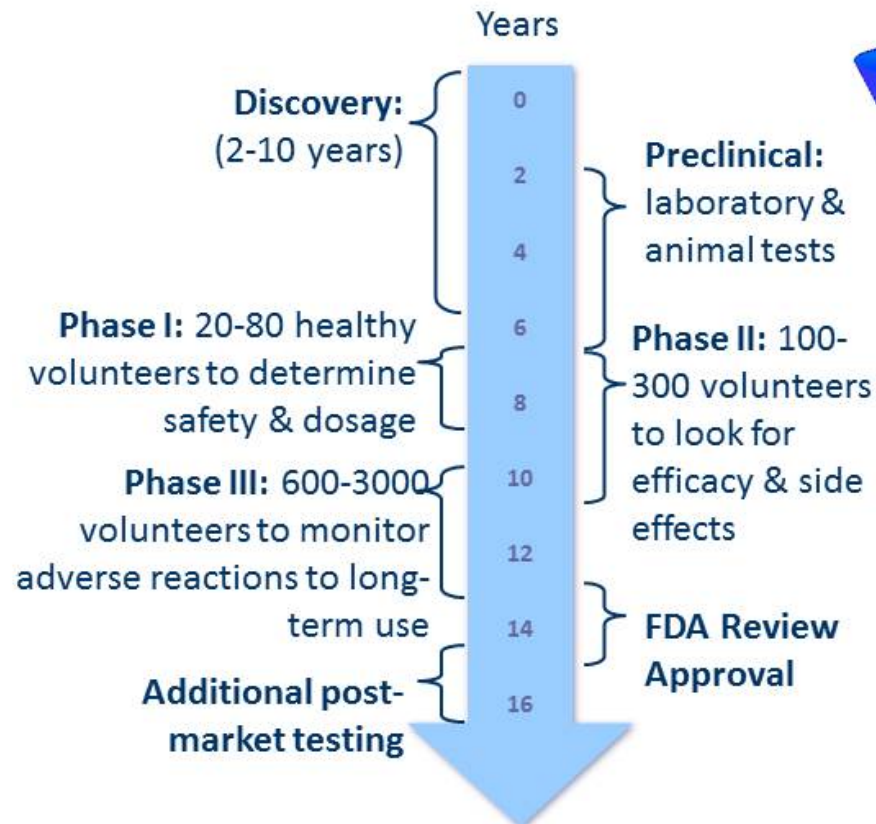


Resolution 4000 x 3200 px - free download - www.psdgraphics.com

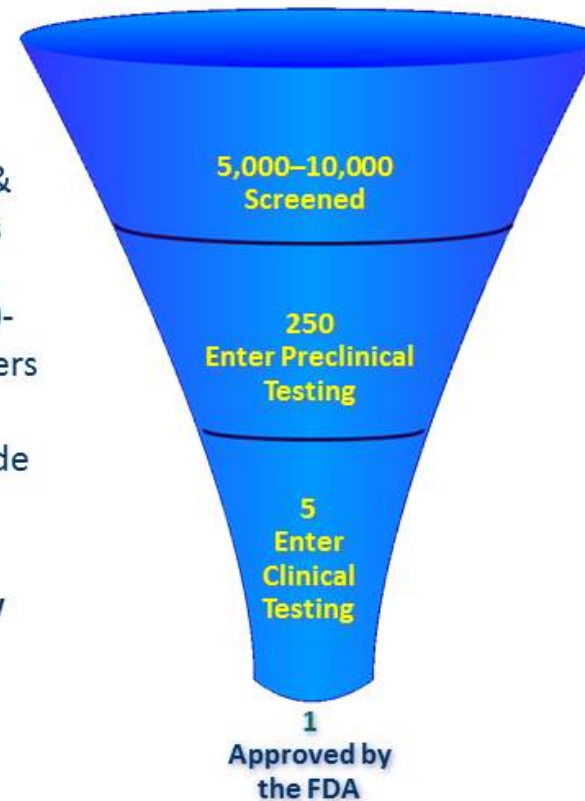
Plan to start at the end first

Research end vision : focus area and desired timeline

R&D is risky & costly

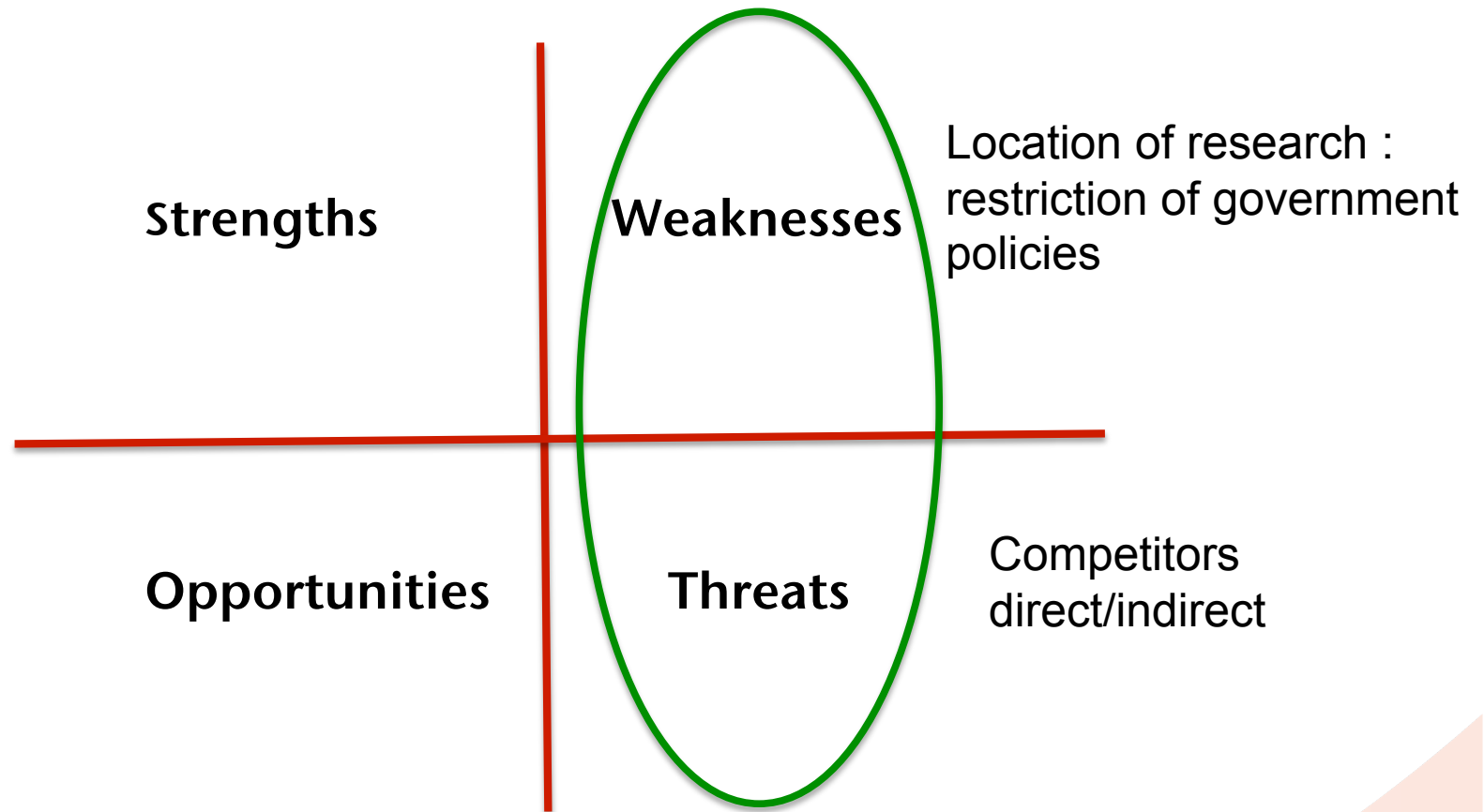


Compound Success Rates by Stage



Net Cost: \$802 million invested over 15 years

What is SWOT



Play on your strengths...

1984 Olympic gold medallist – Chinese coach

“If you develop your strengths to the maximum, the strength becomes so great it overwhelms the weakness. Our winning player, you see, plays on his forehand. Even though he cannot play backhand and his competition knows he cannot play backhand, his forehand is so invincible that it cannot be beaten...”

What is SWOT



Give it your best

Strengths

- Experienced team
- Unique IP (disruptive technology)

Opportunities

- Penetrate existing market vs establish new market
- Evolution vs revolution

Innovative solution for chronic eyedrop use

Longer duration of action – *Patient non dependent*

=> **sustained drug delivery/release**

Unique IP- subconjunctival delivery of drug with liposome carrier
- first ever sustained release nanomedicine for ophthalmology

Solid Funding – NMRC Translational Clinical Research (TCR) – 5 years

Experienced team - SERI-NTU collaboration

Evolving market – unmet need recognised in glaucoma pharma community
- evidence of end user acceptance

Glaucoma patients: 74% acceptance of 3 monthly subconjunctival injection to replace eyedrops

Chong RS. J Glauc 2013:190-4

Translational research : commercially-oriented science



6 years, >\$2M NMRC/institutional funding

Summary

Scientific discoveries and translational research findings are not immediately beneficial to patients

Play on your strengths – know your weaknesses/ competition

Know your end vision – realistic timeline

Prepare for the unexpected - be ready with a workable solution

Thank you