Methodology for the valuation and negotiation of biotechnology products with intangible assets

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High Tech Enterprise is playing an important role in the economy among other aspects as a source of high aggregated value products and intangible assets. The biotechnology enterprise is an exponent of this enterprise. Upon the basis of a document analysis and experts interchange applying Delphis method, a diagnostic is done concerning the treatment given to the biotechnology products with intangibles during negotiations. From such diagnostic the lack of a standard calculation method and the lack of a guide for preparing negotiations were identified as well as the lack of commercial culture concerning the biotechnology products with intangibles negotiation. The general objective of this work is to design a methodology for the valuation and deal making of biotechnology products. For the fulfillment of this objective a deep bibliography was reviewed granting the required concepts to design the methodology which establishes a sequence for the negotiation, recommends a calculation method and some accurate data like the range of payments, royalties percentages, coefficients to separate the intangibles form the total value of the biotechnology project or product. In the whole bibliography reviewed no other guide was found with the integration of calculation method and negotiation methodology in a sequence that become this methodology in a practical tool that allow to entrepreneur who start in biotechnology to evaluate and prepare a biotechnology product negotiation.

Biography
Dora Garcia Delgado is graduated in Foreign Trade Economy, Diplomat in Foreign Trade and Masters in Science and PhD in Economic Science from Havana University. She was trained at Business Support Centers Japan 2001 and Seoul 2003. She has participated in several negotiations of Cuban biotechnology products. She has publications in Journal Applied Biotechnology of Cuba: About negotiation of Biotechnology products with intangibles, the evolution of negotiation of biotechnology products further than the intellectual property protection and methodology for the valuation and negotiation of biotechnology products with intangibles.

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