

Business and Market Development

Biotech Venture Management (BVM) provides industry-experienced, hands-on tech transfer, business development and new venture management on a cost-effective interim or project basis.

BVM works with you to ensure your scientific and technological innovations are presented, licensed and transferred to partners who can develop and exploit the technology into new products, processes, applications, materials or services.

BVM Services

Assess the Opportunity:

By accurately and rapidly assessing markets and competition, BVM helps determine the commercial potential and value of new technology.

Develop a Commercialization Strategy:

BVM assists in determining the optimal strategy to capture value – whether to license the technology to all potential users, or offer an exclusive license to one party, co-develop, or form a new venture.

Market the Technology:

BVM identifies the target industry segments, the players, and develops a strategy for reaching them to generate interest and create business development opportunities.

Negotiate & Close the Deal:

BVM develops the terms sheets, identifies and negotiates the key issues and provides oversight of the draft and final agreements.

Manage the Venture:

BVM provides the extensive hands-on general management, business development, operation start-up and marketing expertise of its team on a cost-effective interim and part time basis

BVM Segment Expertise

- Molecular Diagnostics
- Biotech Research Tools and Services
- Drug Discovery and Development Technologies
- Genomics and Proteomics
- Industrial Bioprocessing
- Agricultural Biotechnology
- Agri-food Processing
- Neutraceuticals

The Management Team

Biotech Venture Management is run by experienced professionals, who personally manage individual projects or provide management on an interim, part-time basis. Accessing an extended network of consultative specialists and information sources, BVM can help identify and manage additional resources that may be needed for a specific project, including market research, business analysis, marketing communications and scientific expertise.

Casimir P. Eitner brings direct experience in starting and running several successful new businesses. Prior to founding BVM, Casey spent 15 years as Vice President Business Development, Licensing and New Ventures at Life Technologies and as founding GM of the Digene Molecular Diagnostic business.
Contact: ceitner@rcn.com Tel: 1.301.651.7257

Peter Tunon is an expert in developing and driving new business programs and opportunities, and in defining and implementing business and marketing strategies and tactics. He has extensive experience in both life science research and biopharmaceutical manufacturing and has worked with several of the largest life science suppliers in the world.
Contact: ptunon@biotechvm.com Tel: 1.240.393.1927

Betty Eitner brings 25 years of international market research and business development expertise in agri-food and e-business. Her market knowledge and vast experience has assisted both private companies and public sector organizations in expanding their global market reach.
Contact: eitnerb@modal.biz Tel: 1.450.686.6838

Thomas Guiel is an expert in operations and logistics. He has extensive experience setting up as well as managing operations. Tom has established several manufacturing sites internationally as well as developed partnerships with global manufacturers.
Contact: tguiel@biotechvm.com Tel: 1.301.661.2227

Our Philosophy

At Biotech Venture Management we work with your business opportunity as if it were ours. When you employ our services and expertise, we become part of your team. We "roll up our sleeves" and work with you to develop and implement project objectives. We don't just advise you what you should do, we ensure it gets done.

Contact any member of the management team to arrange for a consult to move your technology forward.

We Bring Technology to Life