

## London: a leading life science hub



**London's status as a global leader in science and technology is helping the capital maintain its position as a leading European destination for foreign direct investment (FDI).**

Britain – and London especially – has been the leading European destination for FDI for more than a decade. The number of projects coming to the UK rose by 2.6% to 697 in 2012, according to Ernst & Young's 2013 'UK attractiveness survey' – the highest number in the past ten years. Transport links to the rest of the world, numerous world-class academic centres and quality of life are some of the factors attracting companies to London.

The Mayor of London recently demonstrated the significance of life sciences by approving over £1.1 million of

investment from the London Enterprise Panel (LEP) to promote 'Med City'. Encouraged by the success of the 'Tech City' cluster in east London, the Mayor wants to similarly drive domestic and overseas investment in life sciences and "promote London as the global hub of medical innovation and discovery".

LBIC is playing a key role in supporting the sector and FDI – since opening its doors in 2001, it has supported more than 100 life science companies. It is unique among UK bio-incubators in supporting a high number of foreign-owned companies compared to its total client base.


It recently signed its 50<sup>th</sup> current registered client, Singapore-based medical imaging company HistoIndex, which also has offices in Beijing. LBIC and HistoIndex were introduced... **Continued on page 3.**

### WELCOME

*In this issue we examine how London's position as a global leader in science and technology is leading to record levels of foreign direct investment (FDI). To help promote the capital further, the Mayor has recently approved £1.1m investment from the London Enterprise Panel to promote 'Med City'.*

*As well as attracting FDI, it is vital that the best graduates are drawn to the industry. This issue also looks at how young people are being encouraged to pursue a career in science through initiatives such as the Crick Institute's outreach programme.*

*LBIC is proud to be playing a key role in supporting the sector and FDI having recently signed its 50th client – HistoIndex. In this issue we bring you all the latest news from our other client companies and a special focus on Johnson & Johnson Innovation.*



Paula Burton, Editor

### In this issue:

<b>London: a leading life science hub</b>	Lead story
<b>LBIC case studies</b>	Page 4
<b>Focus on Johnson &amp; Johnson Innovation</b>	Page 5
<b>Nurturing young scientists</b>	Page 7

 **INNOVATION**

## JOHNSON & JOHNSON INNOVATION, LONDON

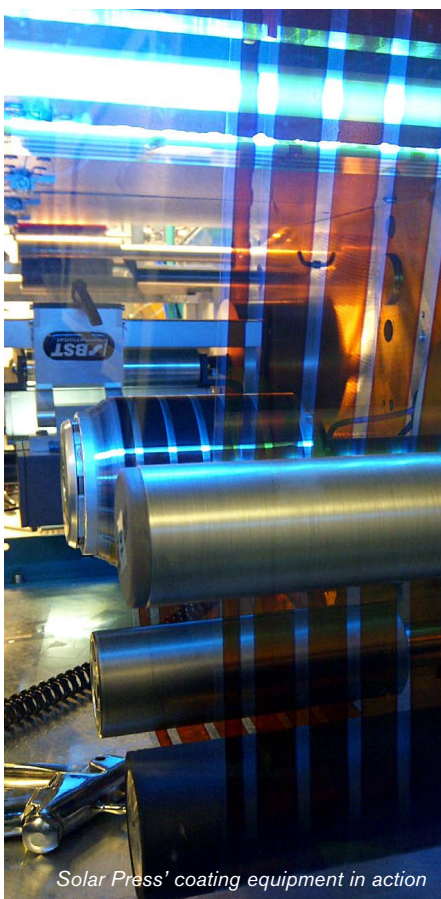
At Johnson & Johnson Innovation, our goal is to advance transformative healthcare solutions that deliver value and improve people's lives around the world. We believe that the best way to advance innovative solutions is through collaboration and exchange of ideas.

Please visit us at [www.jnjinnovation.com](http://www.jnjinnovation.com).

## PolyTherics and Antitope combine to offer technologies to enable the development of better biopharmaceuticals

POLYTHERICS has acquired Antitope, the leading provider of immunogenicity screening, protein engineering and cell line development services, which is based on the Babraham Research Campus.

The enlarged PolyTherics group has a broad technology platform to enable the development of better biopharmaceuticals and a solid financial base with sustainable revenue streams from the services offered by Antitope, from feasibility studies undertaken by PolyTherics, and also from milestone and potential royalty payments under licence agreements for the group's conjugation and de-immunisation technologies.



## Solar Press gains TSB funding and signs new agreements

SOLAR PRESS is investigating the potential for flexible plastic-based Organic Photovoltaic (OPV) modules to be used as a power source for remote, autonomous sensors to monitor buildings and reduce energy consumption, in a group project funded by the Technology Strategy Board. OPV works under both solar and indoor levels of illumination, making it more versatile than most conventional PV technologies and especially suited to indoor energy harvesting.

Solar Press has also signed a long-term partnership agreement with KROENERT to develop and sell turn-key manufacturing solutions for OPV modules, and has signed a distribution agreement with FOM Technologies for the sale of its unique fabrication and test equipment.

## iQur leads consortium in €5m influenza vaccine project

IQUR has been granted €5m by the European Union Framework 7 fund to develop a "universal" influenza vaccine based on its proprietary Tandem Core technology. iQur will lead a consortium of world-leading scientists to discover and develop a novel 'flu vaccine with the potential to confer long-term protection, removing the need for annual vaccination. Furthermore, iQur's vaccine should be more effective and cheaper to manufacture than conventional vaccines. It is anticipated that the project will reach completion in 2017.

iQur is also pleased to announce a successful joint submission with the Edward Jenner Institute to receive a BioMedical Catalyst grant for a malaria study using iQur's technology.

LBIC welcomes the companies listed below, who have joined the Centre since Spring:

- Aqix
- Canbex
- EuroJapan Marketing
- HistoIndex
- Genesis Genetics
- Oxford Pharmascience

### Continued from front page

by London & Partners as part of an inward investment programme to draw international business to the capital.

Gordon Innes, CEO of London & Partners, said: "The fact that HistoIndex has chosen London as its European base is testament to the city's leading expertise in life sciences. LBIC is spearheading innovation for science and technology in London and it is this convergence of industries and talent that makes London world-leading for life science start-ups. HistoIndex's commitment to the city recognises London as Europe's science and tech capital."

Commenting on the move into London and relationship with LBIC, HistoIndex vice-president for sales in Europe Katarzyna Zarychta said: "We are delighted to be the 50<sup>th</sup> company in LBIC and to be connected to the life sciences community in the United Kingdom and Europe. We believe that it will offer us remarkable opportunities in extending and growing our activities. HistoIndex is indeed strengthening its presence in Europe as we are planning the imminent opening of a new servicing centre in London."

LBIC provides a supportive environment for international life science companies, enabling them to exploit opportunities

external to their traditional market and gain competitive advantage. There are obvious benefits for a foreign company having a presence in a technology incubator environment, including facilitated access to fellow tenants, local markets and key services, as well as experienced support from the management team.

As an early-stage alternative to physical space, LBIC's "virtual client" package gives the support and services required to enable overseas companies to develop their UK profile very quickly and at minimal cost and risk to the company.

## The Francis Crick Institute – discovery without boundaries

**The Francis Crick will be a new and distinctive medical research institute. It will carry out discovery biomedical research to help better understand why disease develops and to find new ways to diagnose, prevent and treat a range of illnesses – such as cancer, heart disease, infections and neurodegenerative diseases.**

Due to open in late 2015, the institute will bring together outstanding scientists from all disciplines, carrying out research that will help improve the health and quality of people's lives.

The Crick unveiled its strategy in June, at a topping-out ceremony to celebrate the completion of the concrete shell of the institute building at St Pancras.

The strategy outlines the Crick's priorities, which are to:

- **Pursue discovery without boundaries** – support creative and ambitious research that addresses important questions of human biology
- **Create future science leaders** – the career structure will help to fulfil its national role by expanding the talent

pool for biomedical science across the UK

- **Collaborate creatively to advance UK science and innovation** – it will work effectively with its university partners and other collaborators across the UK
- **Accelerate translation for health and wealth** – focus on maximising the value that can be generated from the Crick's discovery science, in terms

of improvements in the lives of people and in new economic opportunities

- **Engage and inspire the public** – the Crick will play an important role in generating excitement and interest in science, particularly through engagement and outreach activity with schools.

To download a copy of the Crick's strategy visit [www.crick.ac.uk/publications](http://www.crick.ac.uk/publications).



*Francis Crick Institute topping-out ceremony*

# LBIC: Where enterprise comes to succeed

LBIC has supported over 100 clients in its history and is delighted to have over 50 clients currently registered. Lucy Garnsworthy looks at how being an LBIC client has helped two businesses to develop.

## Transpharmation

CASE STUDY ONE

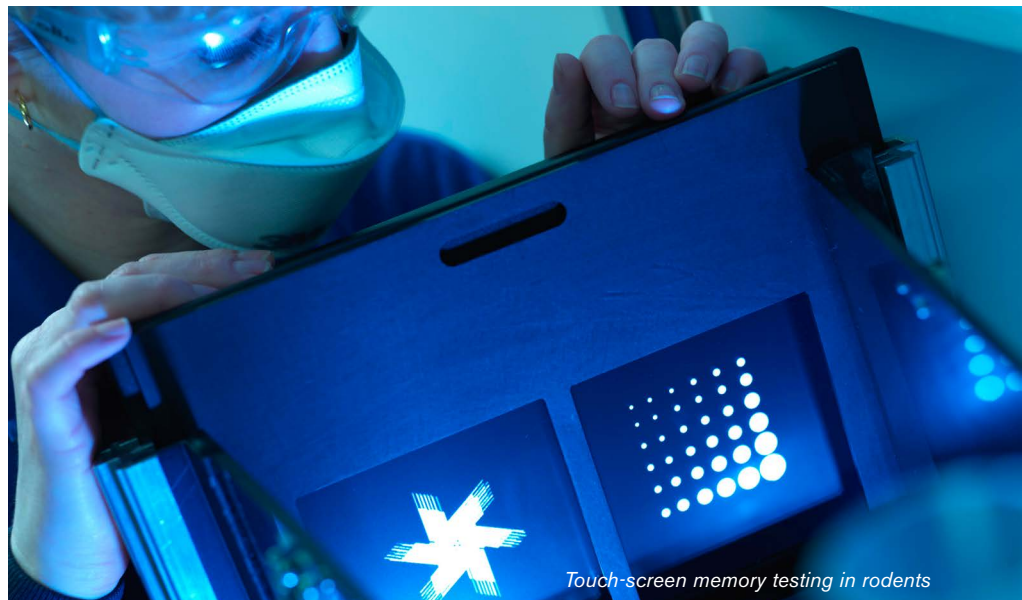
**Transpharmation is a preclinical contract research organisation spun out of GlaxoSmithKline Pharmaceuticals in 2010.**

The company offers state-of-the-art translational biology capabilities to model the action of potential new medicines to treat pain, memory, sleep and gastrointestinal disorders. Using a combination of LBIC's virtual client services in London, together with physical laboratories and offices at the Royal Veterinary College near Hatfield, the company has been able to grow from strength to strength, developing a large international client base in Europe, Japan and the USA.

Dr Mark Duxon, Transpharmation's CEO, said: "a London-based head office, coupled with laboratories nearby in Hatfield, have given the company a perfect springboard to

grow and expand. Quite simply we have been able to concentrate on building our services that generate value, rather than developing infrastructure. With LBIC all of our infrastructure needs are already in

place and taken care of. We have a firm foundation for growth and are already in discussions for further laboratory expansion in early 2014 as we look to recruit more staff".



Touch-screen memory testing in rodents

## Lab Merchant

CASE STUDY TWO

**Lab Merchant, an online marketplace for used laboratory equipment, began trading in 2010 as Oxford Labs.**

The company became a virtual client at LBIC in late 2012, before quickly progressing to take on physical space, at which point it changed its name to reflect its growing ambitions. Lab Merchant has now expanded into the European market and is also launching an online auction tool.

Becoming an LBIC client has been a key part of this growth, providing networking opportunities (such as a One Nucleus round-table discussion), access to the client network and a professional front-of-house for business opportunities.

Greg Sutcliffe, Founder of Lab Merchant, said: "2013 has been a transformational year for us. Having expanded into Europe and launched a number of new services we

are now well placed for further penetration of the European market. Lab Merchant has benefited greatly from being based at LBIC.



LBIC not only provides excellent facilities in the form of office space and support but its networks across the life sciences industry have also proved very helpful in spreading the word about Lab Merchant."

# Focus on Johnson & Johnson Innovation

**Caring for the health and well-being of people throughout the world is an extraordinary business. Today, there are more than 7 billion people on the planet to care for and that number will increase to almost 9 billion people in 25 years.**

Fortunately, science and technology are creating unprecedented opportunities to transform healthcare. We have made good progress in treating many diseases but



there is a need for continued innovations and new solutions that can address the enormous expense and devastation of many unmet medical needs.

At Johnson & Johnson Innovation, our goal is to advance transformative healthcare solutions that deliver value and improve people's lives around the world. Our innovation centres will identify and foster innovation across the pharmaceutical, medical devices, diagnostics and consumer product ecosystem.

We believe that the best way to advance

innovative solutions is through collaboration and exchange of ideas.

Collaborations are an essential and integral part of our research and business strategy. Our collaborations are built on a shared vision with well-defined and agreed-upon goals and objectives that focus on the success of the product or the technology.

The Johnson & Johnson Innovation regional innovation centres – located in the science and technology hubs of London, Boston, California and Shanghai – focus on identifying early-stage (through pre-clinical proof-of-concept) innovation at academic institutions, start-up biotech companies and venture capital firms.

On-the-ground teams function as a catalyst for science and technology innovation between the inventor and Johnson & Johnson Innovation, and each centre has integrated capabilities to scout, evaluate, fund and on-board new science.



**Catalyzing innovation at Johnson & Johnson is about creating strong networks of people who can combine resources, ideas and technologies in a new way."**

**Paul Stoffels MD  
Chief Scientific Officer,  
Johnson & Johnson**

Integration with the regional life sciences communities around the globe helps us champion the most exciting ideas and fuel regional innovation matched to our business priorities. Each centre has broad and flexible deal-making capabilities enabling innovators looking for collaborations to access the broad range of expertise and resources of The Johnson & Johnson Family of Companies.

In addition, Johnson & Johnson Development Corporation (JJDC) provides venture capital for investment in external opportunities aligned with business strategies of The Johnson & Johnson Family of Companies. Representatives from JJDC are co-located in the innovation centres and are active members of the Johnson & Johnson Innovation teams.

Please visit us at [www.jnjinnovation.com](http://www.jnjinnovation.com) for more information.

## Canbex joins LBIC

**CANBEX is dedicated to improving the quality of life for people with multiple sclerosis (MS) and potentially other disorders, through better treatment for spasticity.**

Spasticity is the sudden and uncontrollable movement of limbs and torso, and is among the most painful, damaging and debilitating symptoms of MS. Current drug treatments for spasticity are effective but are plagued by sedative and other side effects that limit their usefulness.

Canbex closed a £2.1m financing round led by Merck Serono Ventures in April

2013, and its lead anti-spasticity compound, VSN16R, is set to enter Phase I safety testing. In studies to date, VSN16R shows substantially improved tolerability compared to other compounds, and is as effective against spasticity as any other agent known.

Supported by its leading London-based scientific and clinical team, Canbex believes

that VSN16R has the potential to meet an important medical need and address a highly attractive commercial opportunity.



# Building a biotech brand

BY RICHARD ANDERSON AT SCIAD



**The brand is the foundation of a company's reputation and it's as important for businesses in the bioscience sector as in any other. It is your company's promise to its stakeholders and it needs to communicate the substance of your business in a way that creates the best possible perception in people's minds when they hear the company's name.**

So how do you build a brand platform to underpin your company's communications? In the bioscience sector it's usually a mix of scientific expertise, commercial strength and corporate reputation, as shown in the diagram on the right.

Developing the brand platform isn't difficult but it does need to be done objectively, with the complete support of the company's senior management. A workshop is probably the quickest way to go about it, facilitated by someone external who can objectively lead the group through the necessary thinking.

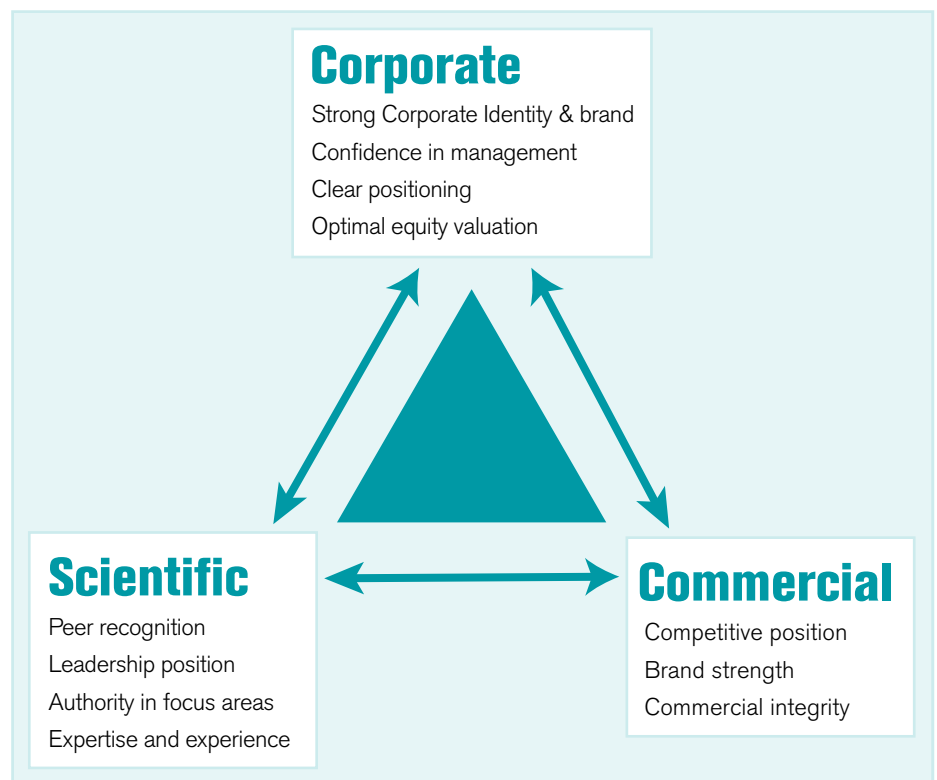
Once that's complete and you have a concise, compelling and inspiring way of articulating exactly what your business is about, you can then construct the messages that you want to convey to your audiences. You'll need to be clear about the problems that you're trying to solve, about the extent and value of your company's contribution and what actions you want people to take once they understand what you're doing.

Next, you'll need to develop the communications plan, making sure that it plays to the company's strengths:

- Demonstrating the scientific foundations on which the company is built
- Showing how this will translate into valuable products and services
- Pointing to the best possible future through the capable management team and convincing strategic plan.

So far, so good: now for a sanity check. Take all of the word content of your company's current website and drop it into

a word cloud. What does it show you? Does it reflect the brand promise and the key messages that you've developed? Often it doesn't and this rapid diagnostic is a good indicator telling you that you need to go back and re-work your website and your marketing materials to ensure consistency across the board. Roll out the results of this work inside the company as well as outside and you should find that your new brand promise starts to engage people in a more valuable way.



**Build credible and sustainable positioning**

# Nurturing the next generation of scientists

**With London being recognised as a major life science hub, it is key to attract the most talented and enthusiastic staff to the industry. Here, we look at how young people are being encouraged to choose a career in science, and some of the options available.**

As the Francis Crick Institute building steadily takes shape, the Institute is helping to shape scientific careers of the future. When it is completed in 2015, the Crick is expected to employ 1,500 staff and have an operating budget of more than £100m. In the meantime, its outreach programme aims to attract more people into science.

Crick staff and a team of 'science buskers' have attended the Somers Town Festival of Cultures (START Festival) for the past five years as well as making special appearances at the Barbican Centre and at St Pancras station during the 2012 Olympics. The teams inspire both children and adults with tricks and experiments that demonstrate key scientific principles.

Crick consortium member the Wellcome Trust also has an education strategy to help

teachers and students focus on science. A recent edition of the Trust's Big Picture publication presented the diverse career options available through studying biological science, including brewer, arthritis researcher and entrepreneur.

The varied career options open to science graduates were also discussed at an alumni event at the Royal Veterinary College in June, marking 10 years of its BSc Bioveterinary Sciences course. In that decade, the course has become one of the highest-ranked bioscience degrees in the UK, and many graduates have moved onto PhD programmes and secured positions in a broad range of commercial and governmental organisations.

One of the guest speakers at the event was Ricky Martin, founder and managing director of Hyper Recruitment Solutions, a specialist science and technology recruitment consultancy and part of LBIC's Business Support Network. Mr Martin said that, since finishing his biochemistry degree, he has developed a broader view of scientific careers and he emphasised the importance of articulating the scope of career options to young people.

He said: "One thing I assumed was that every opportunity in science is going to be in a laboratory on your own with one or two other people. That's the misconception science has. We are not branded enough as an industry for people to go into science or study science. When you study science what do you then do with that? The opportunities are fascinating but I didn't realise that beforehand.

"When I think of science now, I think of strategy, innovation, drug discovery, drug development, drug manufacture and regulatory affairs and the clinical side of drugs. I've really seen the application of science, which to be honest, I was naïve to before."

Asked by a student about investment for scientific-based start-ups, he also said: "Lots of people are trying to set up businesses at the moment and there are lots of ways in which you can get investment. People talk about doom and gloom in the economy but what I see is confidence. I see companies willing to spend money to take people on. That has been consistent year-on-year over the last few years."



# LBIC: Where enterprise comes to succeed

The London BioScience Innovation Centre (LBIC) provides a focus for life sciences activity in the UK capital, offering laboratory, office and meeting room facilities of an exceptionally high standard and a professional front door that cannot fail to impress.



## Lab and office space

LBIC's containment level II laboratories are designed for a variety of functions such as molecular biology, protein biochemistry and cell culture. Key features include class II safety cabinets, integrated gas piping, sterilisation services and access to offices and write-up suites.

## Hot desks

LBIC's newly-launched hot desking facility means you can rent a permanent desk in a shared office, or simply pay by the hour as needed.

## Virtual client offer

Virtual tenancy at LBIC is an excellent choice for companies looking for a low-cost

way to establish a presence in the UK capital. Virtual clients gain the advantage of a central London address and access to a range of benefits (see below).

## Meeting rooms and conference facilities

LBIC offers a number of meeting rooms and conference facilities for client use or occasional hire by non-resident companies. Catering can be provided upon request.

## Benefits

- Reception services
- Full business support package via the LBIC Business Support Network
- Regular invitations to events, training and seminars
- Complimentary 12 months' One Nucleus membership with access to its Purchasing Scheme
- Presence in LBIC marketing and communications
- Access to Royal Veterinary College services and equipment, including contract research, diagnostics and imaging

Contact Janette Richardson at [jarichardson@rvc.ac.uk](mailto:jarichardson@rvc.ac.uk) or Tel: +44 (0) 207 691 2071 to see how we can help.

## Contact us

LBIC has been supporting life sciences companies since 2001. Today we host over 50 companies ranging from entrepreneurial start-ups to more established UK companies and overseas subsidiaries from Europe, North America and Asia Pacific. The Centre is owned



and operated by the prestigious Royal Veterinary College, one of the independent Colleges of the University of London.

The Centre is a 10-minute walk from St Pancras International for Eurostar services and the site of The Francis Crick Institute.

## Our management team comprises:

**Dr Ken Larkin**  
Chief Executive

**Patricia Latter**  
Deputy Director

**Janette Richardson**  
Operations Manager

**Paula Burton & Joel Dudley**  
Marketing Communications

**Lucy Garnsworthy**  
Assistant Operations Manager

**Mariane Meyer, Shane Wardle & Louisa Bhairam**  
Reception Services

## For further information, or to enquire about our services, contact:

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## Would you like to feature in our newsletter?

If you would like to contribute to a future issue of LBIC News, contact **Lucy Garnsworthy** on +44 (0) 207 691 0982 or email [lgarnsworthy@rvc.ac.uk](mailto:lgarnsworthy@rvc.ac.uk)



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