



Generate Dealflow With The Persistence of PHARMATRACC®

**Introducing PHARMATRACC®**  
**A Distinct Edge Over The Competition For Transactions**

Our PHARMATRACC® platform, offered exclusively by Advisory Associates Inc, covers the entire in-licensing / acquisition effort, from product profiling to closing transactions. PHARMATRACC® is highly specialized to the pharma industry and is designed to make buy side initiatives more productive for our clients by locating opportunities that fit, and have a higher probability of closing.

**The PHARMATRACC® Process**



- Allows your highly-trained professionals to focus on negotiating, structuring and closing transactions.
- Utilizes sophisticated prospecting and targeting strategies.
- Provides actionable target information, developed to fit your business.
- Increases contact yield using experienced life science industry professionals.
- Avoid the auctions - find what you need, when you need it.

PHARMATRACC® goes far beyond traditional prospecting, combining broad search capabilities and pinpoint targeting with proprietary qualification and decision-making assistance to enhance business and corporate development team efforts. PHARMATRACC® provides real time, fine motor control working in concert with our clients strategic growth initiatives.

	Database Subscriptions	PHARMATRACC®	Outsourcing
Prospect Generation		✓	✓
Target Identification		✓	✓
Systematic Search		✓	
Lead Qualification		✓	
Actionable Profiles		✓	
Time to Determination		✓	
Manage Process		✓	
Resource Breadth	✓	✓	
Internally Driven	✓	✓	
Seamless Workflow	✓	✓	

- Develop customized target profiles based on your development and commercial needs.
- Cast a wide net, utilizing the systematic search capabilities of PHARMATRACC®'s proprietary prospect generation engine.
- Identify and prioritize high potential transaction opportunities, ready for a rapid determination by your deal team.
- Our experienced industry professionals qualify leads and manage process to closing.