

With our accumulated expertise, Avena helps you to structure and understand all the complex issues associated with a successful life science business venture. Our goal is to guide you in fulfilling the full commercial potential in your ideas and projects.

*Improved understanding  
for a better decision*

In life science business, making the right decision requires a full understanding of several components. This business is complex with diverse challenges to meet and topics to understand and to manage. These include

- ❖ In depth science evaluation and analyses
- ❖ Implementation of patent strategies
- ❖ Business intelligence analyses
- ❖ Licensing activities
- ❖ Financial issues

## Avena's experience includes

- ❖ Start-up of small companies
- ❖ Management of small companies
- ❖ Development of patent strategies  
- "translational IP".
- ❖ Development of business strategies
- ❖ Evaluation of investment proposals
- ❖ Assistance in out-licensing activities

## Avena offers

- ❖ Management of small companies
- ❖ Project leadership
- ❖ Assistance when starting up your business
- ❖ Guidance with protecting your intellectual property (including patent strategies)
- ❖ Business strategies for your idea
- ❖ Project evaluation
- ❖ Education and support on general entrepreneurship

### Karin Bryder, PhD

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Curiosity drives Karin in all she does. With an interest and experience in method development and quality assurance she excels at well-performed analysis. Having worked with development of routine diagnostics, large and small molecule pharmaceuticals and with patent strategies she understands the importance of high quality knowledge at every decision point.

Karin holds a PhD in Medical Science with focus on Immunology. Her academic work also includes studies of DNA vaccines and virus genetics. She has worked as lab director at Statens Serum Institut, Virology Department, Project manager and IP manager at Alligator Bioscience AB and as CEO of ProNoxix AB.

### Anki Malmberg Hager, PhD

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Being an inventor herself of a technology that is the base for a biotech company, Anki has the full insight and experience in starting up small businesses. Having worked for several small biotech companies, both as CEO and board member, and as an investment director, she understands the challenges these businesses face.

Anki is M. Sc. in Chemical Engineering, holds a Ph.D. in Immunotechnology and a Pharma-MDA from Falconbury.

She is the author about 30 scientific papers and book chapters, and the inventor on a number of patents.

### Eskil Söderlind, PhD, MBA

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Eskil has more than 25 year of experience from the life science business area. He has been instrumental in the incorporation of more than 10 different companies and has past and present experience as Investment Director, CEO and as board member.

He is author of several scientific publications and also named inventor on several commercially successful patent families. Eskil has broad experience and can help to analyze, structure and comprehensively communicate complex business ideas. Eskil's formal education includes a PhD in molecular biology from Uppsala and an associate professorship at Lund University; he also has an executive Master of Business Administration (MBA) diploma.