



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

VIVOPHARM

Kent Town SA 5067

Enterprise Connect helps vivoPharm get to the next level.

The Background

Adelaide-based contract research laboratory vivoPharm was established in 2003. vivoPharm offers integrated preclinical validation services in different disease areas to its worldwide clientele that includes small to medium sized biotechnology businesses and multinational pharmaceutical companies.

Managing Director and CEO, Dr Ralf Brandt, said vivoPharm was performing quite well in its business niche and was experiencing a good rate of growth when he became aware of the services offered by Enterprise Connect.

“We were also considering expansion of our service portfolio, to include infectious diseases, so we decided to contact Enterprise Connect to obtain a business health check and some advice on how to tackle our expansion plans,” Dr Brandt said. Donna Edwards, one of Enterprise Connect’s team of over 90 Business Advisers was assigned to the task and quickly discovered she was dealing with a sound business.

“It had a ready-made reputation in the market for reliability and a fast-turnaround - basically it was a one-stop-shop for comprehensive and integrated preclinical services. It was also established as the Australian leader in testing and reporting for oncology and was planning to build on its strengths and expand into the field of preclinical services for infectious diseases,” said Donna.

The Outcome

The Business Review concluded that to minimise the risk of the new venture and to speed up its implementation, vivoPharm needed a dedicated marketing arm and advice from a global expert in the field.



From left to right: Fernando Felquer, Fiona Khor, Ralf Brandt, and Sabine Brandt.

Dr Brandt said he was very impressed with Donna’s knowledge and comprehensive approach to the Business Review. “She had excellent tools for analysis of our business and the sessions she held with us were very well organised and efficient,” Dr Brandt said. At the end of the Review process, vivoPharm became eligible for a Tailored Advisory Service (TAS) grant through Enterprise Connect, to implement the Review’s recommendations.

“Enterprise Connect had excellent tools for analysis of our business and the sessions were very well organised and efficient,” Dr Brandt said.

Dr Brandt said independent confirmation that vivoPharm is in good shape was re-assuring. “Also, during these difficult economic times, when grant money is scarce, it was great to receive the TAS grant in order to utilise the expertise of an international consultant. We are now confident that our home-work has been done and that our company is well placed to embark on the next phase of expansion once the world economy picks up. I rate my experience with the Business Review very highly and would recommend it to any business,” said Dr Brandt.

For Further Information

Call Enterprise Connect on **131 791** or visit **www.enterpriseconnect.gov.au**