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Amarantus enters commercialization treaty with IDEA Pharma for Subsidiaries

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Amarantus Bioscience Holdings, Inc., a US-based JLABS-alumnus biotechnology holding company developing first-in-class orphan neurologic, regenerative medicine and ophthalmic therapies and diagnostics through its subsidiaries, and IDEA Pharma Ltd (a UK-based path-to-market strategy and applied innovation consulting group), have announced a highly original partnership, to bring together Amarantus' innovative therapeutics and diagnostics portfolio with IDEA's industry-leading path-to-market expertise.

IDEA, who has supported 8 of the 15 biggest biopharmaceutical launches in the past 3 years, will partner with Amarantus in a novel royalty-split model. The virtual Chief Commercial Officer partnership will provide a multi-year commercial strategy to the Amarantus portfolio of companies, with royalties paid to IDEA following successful monetisation. The Amarantus/ IDEA Pharma partnership will run for 5 years, and be renewable upon mutual consent.