



FAILSAFE Product Development Workshop Overview

Drugs and treatments are physical objects and practical solutions from patients. They start as ideas and scientific insights in the laboratory or clinic and take many years to complete the journey from thoughts to approved products. Given how long it takes, and the complexity of the journey, how do we avoid losing our way?

The aim of this workshop is to give an overview of the development process from laboratory to medicine cabinet. By starting with the end in mind, we can build a robust product development plan aligned to delivering a useful and valuable medicine to patients. The workshop will give you a better understanding of the drug development process and how this leads on from the discovery phase. The focus is on giving you tools to help in defining your own target product profile (TPP) and how to use this to develop a practical product development plan all that takes you from where you are today to a successful approval.

Content Overview:

- Overview of the drug discovery and development process
- Defining the target product profile (TPP) and
- Developing the product development plan that will take you from the bench to the clinical and the market
- Understanding strengths, weaknesses and gaps in your product. Using the 5Rs approach (right target, right patient, right tissue, right safety, right commercial potential) as a tool to define the 'killer questions' in your R&D efforts.

Over 3 hours, the workshop aims to be highly interactive and will cover:

Overview of the drug discovery and development process: understanding the journey from the lab to the pharmacy. The different parts of clinical development from Phase 1 through to Launch. Pharmaceutical development and getting from the bench to the factory. The role of regulators and payors.

Defining the target product profile: why it is so important to start with the end in mind and the dangers of 'input driven thinking'. Important considerations that go into your TPP and the key questions to be asked and answered



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Developing the product development plan: working back from the TPP to where you are today. Planning the steps and defining the key questions at each stage. Pharmaceutical development and regulatory interactions.

Understanding today and the strengths and weakness in your project: the 5Rs approach and how this can help define the strengths, weakness and gaps in your project. Turning these into the ‘killer’ questions and research focus.

Integrating the above into a development plan: using these tools, creating a complete plan for your project.

The workshop will be run by Dr. Dave Cook. Dr. Cook is an experienced pharmaceutical researcher and biotech entrepreneur. With over 25 years’ experience in both big pharma (at AstraZeneca) and biotech, he has worked on multiple drug discovery and development projects and taken them from idea through to late-stage clinical testing. He was also the lead author on AstraZeneca’s original ‘5Rs’ paper (<https://pubmed.ncbi.nlm.nih.gov/24833294/>).

Date: Wednesday 18th February 2026

Time: 13:00 (UK time)

Delivery method: Online via Zoom



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