

## Business Case or Dr Jonson's Equation

### Prologue:

Dr Jonson is a scientist with all his soul and the company's new Medical Director. Five years have passed since the patent application for the company's innovative, and unfortunately so far only, product, and Mr Jonson is currently holding the promising results of clinical phase I in his hands. He knows a lot about clinical pharmacology, so his requirements for the study design and implementation were demanding. Means it takes longer and was more expensive than estimated and agreed with the investors.

No problem, Jonson decided to postpone the organisation for the phase II/III operations which should more than compensate for the additional costs of Phase I.

Now prepare the documents quickly, convince the authorities and quickly enrol the first patient, and the next payment-relevant milestone would be achieved. Mentally, Jonson can already hear the speeches about his genius and the corks pop.

Who actually came up with the idea of placing the most extensive milestone payment on the first enrolled patient?