

# Evaluate Custom Solutions<sup>↗</sup>

for Biotech and Small Pharma Leadership

How a biotech leadership team assessed the clinical and commercial positioning of its lead asset.

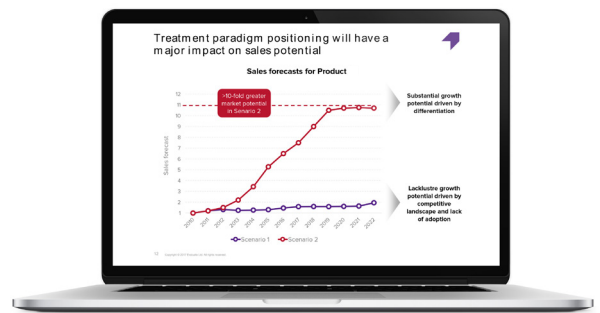
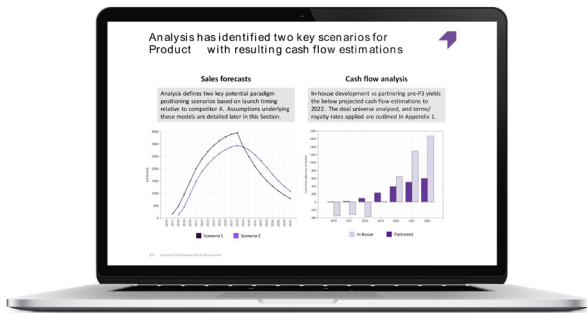
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## for Biotech and Small Pharma Leadership

### OBJECTIVE

The senior executive team of a biotech based in the United States sought a third party review on what was the optimal strategy for the company's lead asset.

### SOLUTION



Our project methodology combined detailed EvaluatePharma commercial intelligence with secondary and primary research.



Our team compared a range of positioning scenarios of the asset, in terms of treatment paradigm and commercial positioning.



We conducted expert interviews to test and refine the inputs and assumptions of the resulting sales forecast and valuation model.

### RESULTS

Our findings were provided to the client as a detailed report and interactive sales forecast model describing the sales potential for their asset. This included a range of positioning scenarios, set across key indications. The findings driven by this report and model were used to challenge internal assumptions and presented directly to the Board.

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Evaluate Custom Solutions improves your strategic decision-making with customized solutions and deep insights that draw on our industry expertise and trusted commercial intelligence.