

Evaluate Custom Solutions

Case Studies: Portfolio Strategy & Planning

Improve your portfolio decision-making with data-driven insight and analysis.

Our team of industry experts deliver deep insights so you can make better strategic decisions.

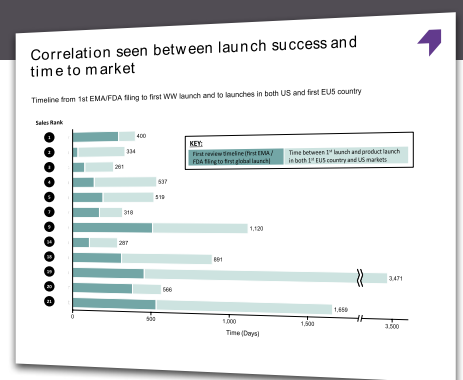
Asset Positioning & Benchmarking Analysis

CASE STUDY: Analysis of European launch success drivers for a US biotech planning its first EMA filing

Challenge: Client's limited experience in European markets left them unsure of the best strategy and target revenue goals for their upcoming product launch.

Approach: Evaluate provided a data-driven assessment of value-drivers and measures of success, enhanced with targeted secondary research, for a cohort of comparable product launches in Europe.

Outcome: The client gained the quantitative and qualitative insights needed to determine their commercialisation approach, along with a checklist of key aspects to consider as EMA filing progressed.



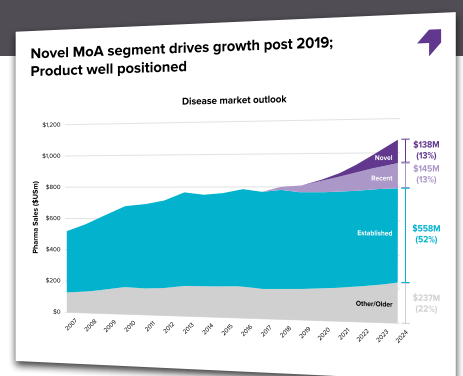
Opportunity Review & Portfolio Prioritisation

CASE STUDY: Indication review and prioritisation for a pharma R&D planning group

Challenge: Client's therapy area team had limited R&D budget to invest in a disease area and wanted to select an indication with the optimal level of risk and opportunity.

Approach: Evaluate delivered a comprehensive view of the most attractive indications based on commercial and clinical attributes such as levels of venture financing, market access and reimbursement, and competitive intensity.

Outcome: The client gained the insights necessary to define their target product profile and indication development roadmap and make a confident, informed investment decision.



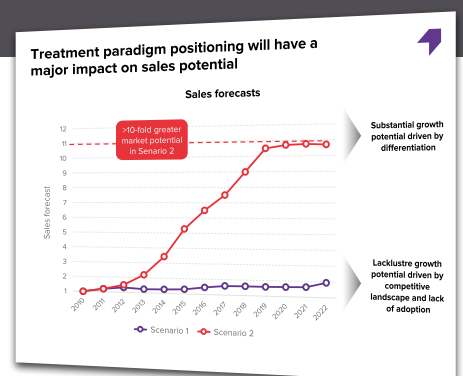
Forecasting & Valuation

CASE STUDY: Analysis of lead asset sales potential for a pre-revenue biotech Executive team

Challenge: Client needed to determine which lead indication for their primary asset would drive the highest valuation of the company ahead of a key milestone.

Approach: Evaluate produced scenario-based forecast and revenue models for eight different indications in which the asset had therapeutic potential. These incorporated treatment paradigm positioning, commercial insight and expert interview insights.

Outcome: The client accessed an objective external viewpoint to complement and challenge internal perceptions, with the findings presented to the Board and incorporated into ongoing strategic planning for the key pipeline asset.





Evaluate provides trusted commercial intelligence for the pharmaceutical industry. We help our clients to refine and transform their understanding of the past, present and future of the global pharmaceutical market to drive better decisions. When you partner with Evaluate, our constantly expanding solutions and our transparent methodologies and datasets are instantly at your disposal, along with personalised, expert support.

Evaluate gives you the time and confidence to turn understanding into insight, and insight into action.

EvaluatePharma offers a global view of the pharmaceutical market's past, present and future performance with consensus forecasts to 2024, company financials, pipelines and deals.

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EvaluatePharma Vision provides the first single view of the risk and reward of the R&D landscape with consensus forecasts, R&D costs at drug and trial level, success rates, predictive timelines and trial outcomes.

EvaluateMedTech tracks, benchmarks, and forecasts global performance for the medical device and diagnostic industry with consensus forecasts to 2024, company financials and more.

 @EvaluateMedTech

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

Vantage provides award-winning, thought-provoking news and insights into current and future developments in the industry, and is the only pharmaceutical news service underpinned by Evaluate's commercial intelligence.

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