



# Developing the Narrative in Business Development and Licensing

## DISCOVER HOW WE EMPOWER YOUR SUCCESS

Navigating the stages of drug development and commercialisation demands meticulous consideration of how your asset brings value to your stakeholders and the industry. With the inherent risks, costs, and time constraints involved in new drug development, strategic partnerships are crucial.



# THE EVALUATE ADVANTAGE: DECISION MAKING WITH A TRUSTED POINT OF REFERENCE

## Success, expertise, and commercial intelligence

We help you navigate the complex drug development and commercialisation process, supporting your unique business development and licensing goals. Our solutions streamline the search and screen process so you can identify in-licensing and out-licensing opportunities and focus outreach efforts to ensure successful deals and partnerships. Our bespoke commercial assessments for markets and assets provide objective risk and return analysis to keep your pipeline healthy for the long term.

## HERE IS HOW WE MAKE A DIFFERENCE

### ▶ IDENTIFY AND STRATEGISE POTENTIAL PARTNERSHIPS

We go beyond asset assessment. We identify potential partnerships using an established and systematic approach to compare candidates based on commercial, clinical, and scientific criteria such as market novelty, potential revenue, competitive intensity, and partner suitability. We provide tailored solutions that meet your specific needs, align with your goals, and empower you to make informed decisions.

#### KEY QUESTIONS:



What assets are available for in-licensing?



What are the most promising drugs and platforms, by indication?



How can I effectively focus my outreach efforts?

### ▶ CONDUCT THOROUGH DUE DILIGENCE AND COMMERCIAL VALUATION ANALYSIS

We design our services to equip you with the necessary tools to conduct assessments of the positioning and revenue potential of assets or target assets. Make informed decisions on addressable patient populations, commercial potential scenarios, key variables, understand KOL and stakeholder opinions with our detailed analysis. We conduct thorough due diligence and raise awareness of the risks associated with potential transactions weighed against the potential return on investment.

#### KEY QUESTIONS:



How can I determine the current and future value of shortlisted assets?



How do I obtain a third-party valuation to support out-licensing activities?



How do I evaluate the pipeline value of an acquisition target?



## ▶ ENHANCE NEGOTIATION STRATEGIES

We help navigate the partnership deal landscape identifying and emerging trends in external innovation, such as key players, indications, MOAs, or technologies. Access our deal data and insights to benchmark relevant deals, empowering you to strengthen your position during partnering negotiations.

### KEY QUESTIONS:



What are the best comparable deals for assets or partnership interests?



What are the industry benchmarks for deal value and deal structures?



What are the key drivers for determining asset value for licensing?

## ▶ GET SUPPORT WITH STRATEGIC AND OPERATIONAL WORKSTREAMS THROUGHOUT THE TRANSACTION PROCESS

Our experienced team, with a successful track record across transaction structures, sub-sectors, and therapeutic areas, will tailor strategic and actionable transaction advice to your needs. Get support for strategic and operational workstreams throughout the transaction process.

### KEY QUESTIONS:



What are the strategic options for our asset, and how can we close deals?



Who are our potential partners/targets, and what market offerings align with our requirements?



How do we objectively assess the commercial potential of the asset?



What is the value narrative?



What are the probable opposing viewpoints?

# EXPLORE HOW OUR BUSINESS DEVELOPMENT AND LICENSING SOLUTIONS CAN ASSIST YOU AND YOUR TEAM.



## COMMERCIAL OPPORTUNITY ASSESSMENT

Use a wide range of detailed insights to prioritise opportunities and enhance commercial success. We merge company financials, product details, forecasts, and market expertise to guide your product strategy effectively.



## DEAL BENCHMARKING & NEGOTIATION

Establish product acquisition opportunities, negotiate, and structure deals with potential partners based on historical comparable deals. Tailor custom benchmarks and scrutinise internal valuations to benchmark performance and measure success.



## COMPETITIVE LANDSCAPE

Our solutions provide essential insights to manage risk, uncover unmet needs, and grasp your growth drivers and product uniqueness. We simplify complexity, analyse niche-specific competition, uncover opportunities, evaluate risks, plan investments, and maintain competitiveness in the face of market shifts.



## COMPANY PROFILING

Identify, profile, and monitor companies aligned with your growth strategy. Track financials, pipeline updates, M&A activity, and other pertinent details. Validate potential investments with confidence and strategise your portfolio for maximum returns.

Are you seeking extensive coverage of active pipeline assets, epidemiological data, and the most precise predictive analytics models available?

We provide you with contextualised market insights, helping you identify new opportunities, minimise risk, drive portfolio value, and gain a competitive advantage. Contact us today to find out more.

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