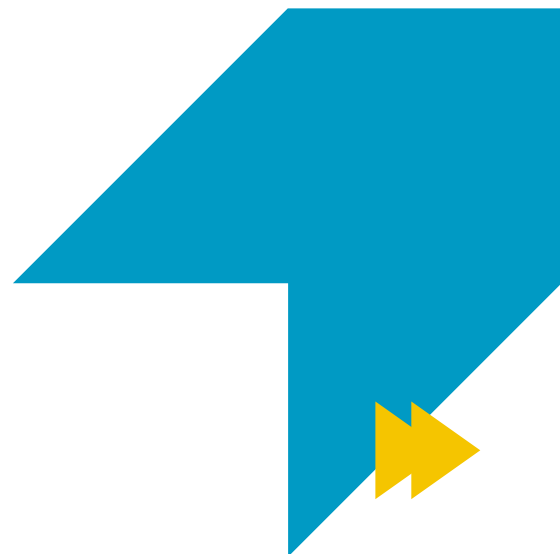


Market Opportunity Sizing

Where and how can you make the most impact?

In pharma and biotech, innovation is just one piece of the puzzle. You also need to understand the market's potential size and viability, and evaluate your products' commercial prospects. This balance ensures that as you push the boundaries of innovation, you're effectively addressing patient needs and meeting market demands.

To inform your approach, Evaluate provides key benchmarks like success rates, timelines, peak sales, R&D costs, and patient costs. Assess a therapy area's potential and view unmet needs from both patient and market viewpoints. Understand your competitors: who is leading and entering the field, what's their market share, and where does your asset stand?



MARKET OPPORTUNITY SIZING

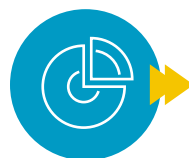


TARGET THE RIGHT MARKET OPPORTUNITIES

Be confident that you have a solid grasp of the market. Investigate epidemiology in depth, going beyond incidence and prevalence. Unearth valuable insights that enhance your perspective and guide your decisions towards success.



How many players are in a given market?



What is the total addressable patient population?



What is their market share?



What market share could our asset capture?

Gain invaluable insights and recommendations to optimise your resources and maximise your performance. Take the next step towards your success.

▶ THE CHALLENGE

When introducing a new product, keeping an eye on the competition can be a challenge. Additionally, sourcing in-depth epidemiology data to accurately determine market size often presents its own set of difficulties.



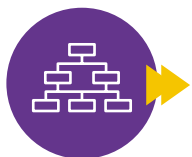
▶ HOW WE HELP

Access data and insights that help you identify dominant players in the industry, highlight the opportunities with the highest growth potential, and select the right sales territories.



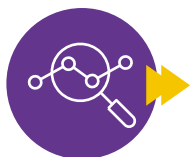
IDENTIFY REGIONAL POWERHOUSES

Discover which products are primed to deliver significant ROI, using analysts' forecasts to size the market at product and indication levels.



SHORTLIST OPPORTUNITIES BASED ON KEY CRITERIA

View pricing by drug type or company to understand revenue potential. Compare a target to similar assets and get a better idea of its growth trajectory.



USE SPECIFIC GEOGRAPHIC DATASETS TO FORECAST SALES

Understand potential market by country. Confidently plan, prioritise, and validate your geographic sales territories.





▶ **OUR SOLUTION: VALUATE FOR MARKET OPPORTUNITY SIZING**

Equip your commercial team with the tools they need to make informed decisions and harness market potential. Use Evaluate to access the breadth and depth of insights you need to better understand asset value, market opportunities, and competitor strategies.



USE EVALUATE TO:

- ▶ Identify new opportunities, target specific patient groups, and allocate resources efficiently.
- ▶ Analyse competitors to inform product positioning and build a competitive edge.
- ▶ Evaluate the ROI and financial viability of entering a particular market or launching a new product.
- ▶ Understand market dynamics, the regulatory landscape, and potential barriers that could impact product development and commercialisation.



PRODUCTS TAILORED TO SUIT YOU

Evaluate
Pharma

Evaluate
Omnium

Evaluate
Epi

Europe Drug
Forecasts

Japan Drug
Forecasts

We're here to help you succeed

Get in touch to discuss how to leverage our best-in-class data for market opportunity sizing.

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