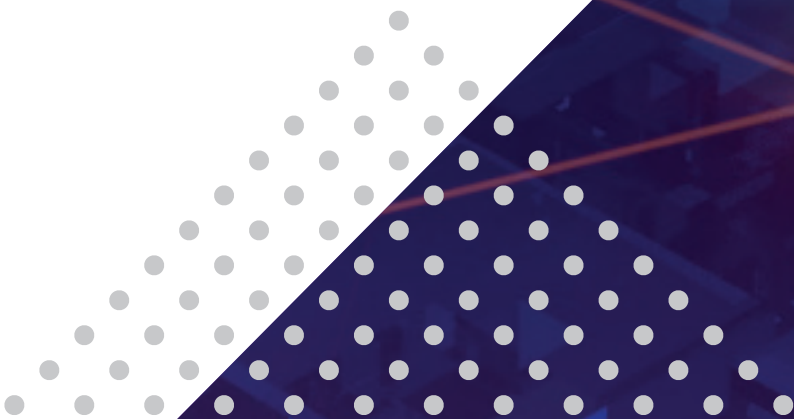


Commercial Opportunity Assessment

Identifying the next blockbuster can be like chess: you need to think many moves ahead to be successful.

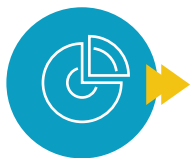
Commercial opportunity assessment is a key strategic step in the drug development process, giving you a deeper understanding of the potential clinical and commercial differentiation, competitive landscape, and overall market dynamics for a new product.





MAKE YOUR NEXT MOVE THE RIGHT MOVE

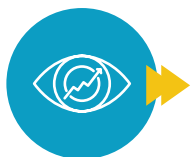
When seeking new assets to bring into your pipeline from outside, you need to consider what's under development as well as what's already on the market. That means developing a view on the pipelines, approaches and resources of potential targets, as well as developing a deep understanding of the potential addressable market.



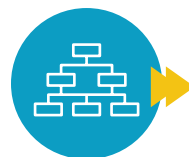
What are the present and future values of an asset?



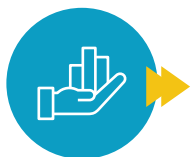
What is the size of the patient population that an asset can address?



What is the opportunity and potential for this indication? What's the unmet need?



What types or structures of deals have been struck for similar drugs?



Does the company we're targeting have the resource to take the asset to market?



What's the ROI on R&D investment?

Whether you're looking to licence an existing drug, buy a company outright, or develop a new partnership with another business, it's vital that you have a clear view of the relevant corner of the market and can map the path to success.

► THE CHALLENGE

The task of conducting a successful commercial opportunity assessment requires careful consideration of various data points that are continually changing as the market evolves and key players adjust their strategies.



▶ HOW WE **HELP**

To effectively tackle these challenges, you need to implement best practices that enable you to manage data efficiently, determine the strategy for your intended audience, and increase transparency to secure favourable commercial results.



FOCUS ON THE OPPORTUNITIES THAT ARE IN LINE WITH YOUR STRATEGY

Don't disappear down the rabbit hole of something that catches your eye. Be rigorous in your research and focus on the assets – internal or external – that best fit your long-term strategy. Assess the market to define a shortlist of key opportunities for your therapy area or indication.



PRODUCE BOTTOM-UP FORECASTS FOR KEY ASSETS

It's vital that you can accurately assess the net present value and market potential of the assets you're focused on. Adding industry-standard data to the valuation process provides confidence when making recommendations.



BUILD A HIGHLY DETAILED, ACCURATE BUSINESS CASE

Your business case will be undermined if you can't justify your assumptions. Develop a well-validated forecast for in-licencing candidates using solid epidemiology data, pricing assumptions, prescribing patterns, and potential time to market. Ensure you model multiple scenarios so you fully understand the implications of potential market changes beyond your control.





▶ **OUR SOLUTION:** EVALUATE FOR COMMERCIAL OPPORTUNITY ASSESSMENT

Our suite of solutions provides a breadth and depth of insight that enables you to prioritise the assets you should focus on to maximise commercial success. We combine company financials and profiles, product attributes, consensus forecasts, and deep market knowledge to help you take the right products to the right market in the right way.



OUR INNOVATIVE SOLUTIONS ENABLE YOU TO:

- ▶ Acquire reliable epidemiology data to run scenario models
- ▶ Stay informed about emerging opportunities and competing threats
- ▶ Ascertain which companies could be potential partners
- ▶ Ensure confidence in the targeted asset shortlist
- ▶ Address high failure rates with market scenario modelling



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We're here to help you succeed

Get in touch to discuss how to leverage our best in class market data for Commercial Opportunity Assessment.

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