



# Asset & Portfolio Strategy: Unlock Your Potential for Commercial Success

## ENABLING INSIGHT-DRIVEN DECISIONS

In an ever-evolving market landscape, understanding the intricacies of clinical and commercial differentiation is the key to achieving success.

We design our comprehensive suite of solutions and insights to give you the competitive edge you need to navigate the market's complexities, prioritise opportunities, and make your next move the most impactful.



# ASSET & PORTFOLIO STRATEGY: UNLOCK YOUR POTENTIAL FOR COMMERCIAL SUCCESS

## Make your next move the right move

When it comes to introducing new assets into your pipeline, having a clear understanding of their clinical and commercial potential, as well as the competitive landscape and market dynamics, is crucial. This is where we come in.

Access the breadth and depth of insights you need to prioritise opportunities and amplify commercial success. Our solutions provide a comprehensive range of insights to help you prioritise opportunities and achieve commercial success. By combining financial data, product attributes, consensus forecasts, and market knowledge, we empower you to bring the right products to the right market in the most effective way.

## HERE IS HOW WE MAKE A DIFFERENCE FOR YOU:

### ▶ MARKET SIZING AND FORECASTING

Track disease stages, sub-populations, and treatment flow, allowing you to benchmark your forecasts against potential and addressable market data. Estimate drug-treated populations with our bottom-up forecasting to understand population evolution, validate investments, and identify growth opportunities.

#### KEY QUESTIONS WE HELP ANSWER INCLUDE:



▶ What is the total addressable patient population?



▶ What market share could your asset capture?



▶ How many competitors are in a given market? What is their market share?

### ▶ COMMERCIAL OPPORTUNITY ASSESSMENT

Whether licensing a drug, acquiring a company, or forming a partnership, clarity on the market and a roadmap to success are crucial. Gain insights into company financials, product attributes, consensus forecasts, and market knowledge, to prioritise assets for commercial success. Assess present and future asset values, identify market opportunities and unmet needs, and evaluate ROI.

#### KEY QUESTIONS WE HELP ANSWER INCLUDE:



▶ What are the present and future values of an asset?



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



▶ What's the ROI on an R&D investment?



## ▶ INDICATION PRIORITISATION AND STRATEGY

Optimise resource allocation by selecting indications based on market potential and strategic fit. Understand the opportunities and challenges of each indication, streamline your R&D efforts, and prioritise initiatives with the highest chance of success.

### KEY QUESTIONS WE HELP ANSWER INCLUDE:



Which disease will be most suitable for demonstrating proof of concept for our novel MoA?



Where should we focus our efforts to strengthen our presence in this therapy area?



To capitalise on the results that our drug is showing in disease X, what other diseases could be worth studying?

## ▶ PORTFOLIO OPTIMISATION

Gain in-depth insights into forecasting trends and your portfolio's health with our advanced solutions for monitoring early-stage, clinical pipeline, late-stage, and marketed programs. Identify gaps, prioritise initiatives, and enhance performance. Receive strategic and actionable insights tailored to align with your growth objectives, whether it be leveraging existing assets or entering new therapeutic areas.

### KEY QUESTIONS WE HELP ANSWER INCLUDE:



What is the landscape outlook, which indications should we prioritise and why?



Which geographies and indications present the greatest opportunity?



How can we optimise the value of our existing portfolio?

EXPLORE HOW OUR ASSET AND PORTFOLIO 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.



### 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.



### MARKET OPPORTUNITY SIZING

Gain invaluable insights into success rates, project timelines, R&D spending, and patient costs. Leverage our solutions to conduct thorough assessments of a therapy area's potential, identify unmet needs from patient and market perspectives, and strategically position yourself against your competitors.

Are you looking for the most accurate predictive analytics models, the competitive landscape, and epidemiological data?

We provide you with contextualised market insights, helping you identify new opportunities, minimise risk, and gain a competitive advantage. Discover the difference our solutions can make to your competitive advantage. Contact us today.

**Evaluate**  
a norstella company

[info@evaluate.com](mailto:info@evaluate.com) | [www.evaluate.com](http://www.evaluate.com)

Evaluate HQ: +44-(0)20-7377-0800 | Evaluate Americas: +1-617-573-9450 | Evaluate APAC: +81-(0)80-1164-4754