

Evaluate Custom Services

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

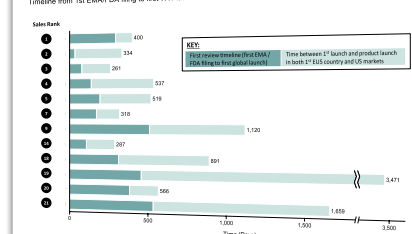
Challenge: Client's limited experience in European markets left them unsure of the best strategy and target revenue goals for their upcoming product launch.

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.

Correlation seen between launch success and time to market

Timeline from 1st EMA/FDA filing to first WW launch and to launches in both US and first EU5 country



Opportunity Review & Portfolio Prioritisation

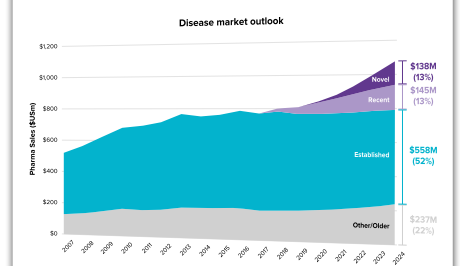
CASE STUDY: Indication review and prioritisation for a pharma R&D planning group

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.

Novel MoA segment drives growth post 2019; Product well positioned



Forecasting & Valuation

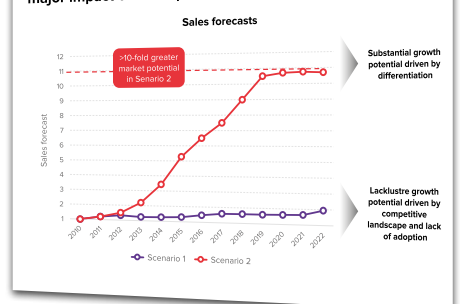
CASE STUDY: Analysis of lead asset sales potential for a pre-revenue biotech Executive team

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.

Treatment paradigm positioning will have a major impact on sales potential





Evaluate is the trusted provider of commercial intelligence including product sales and consensus forecasts to 2024 for commercial teams and their advisors within the global life science industry. We help our clients make high value decisions through superior quality, timely, must-have data and insights, combined with personalised, expert client support.

EvaluatePharma[®] delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

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Evaluate Custom Services provides customised solutions that draw on our industry expertise and trusted commercial intelligence to improve strategic decision-making.

The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

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