

Scenario-based sales & volume forecast modelling

Identify the optimal development pathway to expose true commercial potential

CLIENT NEED

US biotech Senior Executive team sought a third-party review of optimal strategy for the company's lead asset.

OUTCOMES & VALUE

- Delivered the interactive sales forecast model, along with a detailed report with underlying models and clinical program insights (e.g. endpoints, aspirational outcomes data)
- Provided a report that enabled the Board to forensically challenge existing assumptions and thereby optimize the development pathway for the asset.
- Ensured they could proceed with confidence based on a strategy combining scientific, clinical, and commercial inputs

OUR APPROACH

- Developed a methodology, which combined detailed Evaluate Pharma commercial intelligence with primary and secondary research
- Conducted expert interviews to test and refine the inputs and assumptions to be integrated into a detailed sales forecast and valuation model
- Developed an interactive sales forecast model comparing lead asset sales potential in a range of treatment paradigms and commercial positioning scenarios within a set of key indications

SAMPLE DELIVERABLES

