

# Opportunity identification, fit & prioritization assessment

## Asset due diligence and sales forecasting to validate investment planning



### CLIENT NEED

**World-leading life science investor required independent insight focusing on five key assets to inform a potential investment in a global biopharma company.**



### OUR APPROACH

- Performed secondary research to elucidate current and future potential treatment pathways in target indications/settings
- Produced patient flow modelling to infer forecast numbers of eligible patients (2020-2035)
- Completed due diligence-driven peak patient share estimation (focusing on key product/indication characteristics)
- Developed analogue assessment to determine likely adoption rates and price potential for R&D assets



### OUTCOMES & VALUE

- Delivered forecast model combining bottom-up and top-down approaches for R&D and marketed products
- Provided robust analysis and comprehensive insight, which helped client to stress-test its investment thesis leading to a re-evaluation of their approach
- Imparted the informed insight and confidence needed to make a firm decision on next steps.



### SAMPLE DELIVERABLES

