

Indication Prioritization & Opportunity Selection

Strategic decision support to a leading pharmaceutical company for portfolio optimization & expansion



Quick overview

Our client needed a support for identification and selection of opportunities to grow and optimize its offerings. Business opportunities in multiple indications were evaluated based on growth potential, client's current capabilities and gaps in portfolio. The complex findings were used as inputs to present it through our proprietary "risk and return trade off matrix" tool. The insights were used to prioritize the opportunities and develop new products targeting in Rare diseases, Pain, and Inflammation.

Client success details

The client narrowed its focus on the selected high potential indications/subindication from the opportunity canvas. The innovator determined the sequence of opportunities, and built a future road map based on different scenarios and synergies. FutureBridge enabled client in decision making by addressing following key business questions through robust research methodology.



Pain & Inflammation

are common

symptoms in various

indications,

therefore, offer high

revenue potential.

This makes the

space very

competitive. On the

other hand, despite a

limited patient pool,

Rare diseases are

attractive because of

the shorter R&D path

and ease of

approval.

- How is the innovation evolving for different indications?
- Which indications and sub-indications are most attractive from a commercial I innovation I competition standpoint?
- What are the major unmet needs in the market?
- What is the level of competition in each area of opportunity?
- What is the returns Vs risks proposition for each indication?
- How the current attractiveness would change over time?
- Which pool of indications would make the best portfolio?
- How attractive are these indications based on the aspects- commercial, clinical, competition, and innovation level?

FutureBridge conducted structured secondary research and focused group discussions across the therapeutic value chain. This included:

- Systematic literature review and a detailed pre-clinical, clinical trials, and patent landscape across multiple therapeutic areas and indications
- Treatment guideline, architecture, and Patient journey mapping across the indications. Comprehensive map of present and future competitive framework
- Custom benchmarking methodology for the opportunity, innovation and disease burden
- Primary research with multiple stakeholders in the value chain – Detailed Interviews
- Focused group discussion with participants from the complete value chain.



FutureBridge provided support to the client to access scientific proof to prioritize and benchmark indications to focus and design strategy for next decade in a complex therapeutic segment.

FutureBridge continued to support the client by shortlisting potential candidates for next level of partnering and acquisition assessment and due diligence. In addition, the comprehensive exercise also triggered multiple continuous competition monitoring projects designed specifically for the priority & strategic therapeutic segments.

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.