

Disease landscape and Whitespace assessment

Opportunities assessment by evaluating current & future unmet needs to a leading veterinary giant for vertical expansion

Quick overview

Our client requested scientific intelligence and competitive assessment to evaluate new therapeutic areas such as Echinococcosis, Leishmaniosis, Roundworm, and Hookworm to expand offerings in the companion animal therapy segment. The recommendations were used for go-no-go-decision for future investments. FutureBridge conducted a comprehensive landscape study and did a robust benchmarking on these parasitic diseases that included pathophysiology, present, and upcoming treatment architecture, key players and changing treatment patterns, and products under development.

Client success details

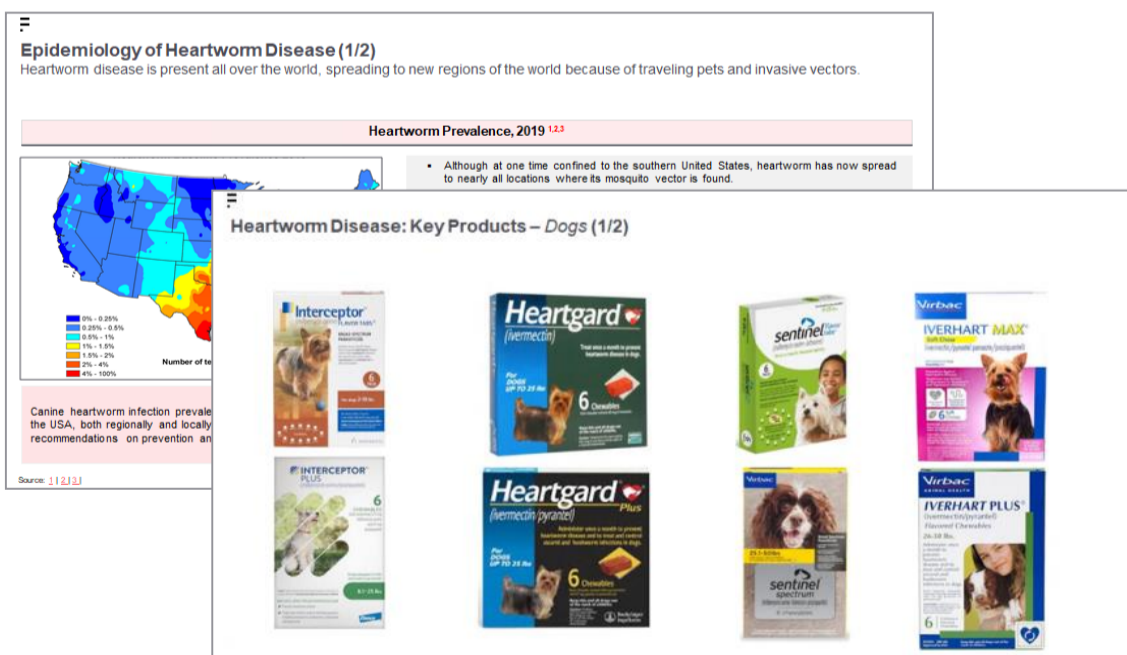
FutureBridge's scientific insights and proprietary tool provided the client recommendation on currently available opportunities and evolving product propositions. The insights were backed by detailed analysis on disease landscape the parasitic diseases from onset to treatment, understanding competition and value drivers in dogs and feline. The client was able to gather insights on the following

“The traditional parasitic disease segments in companion animals are very well understood. However, there are significant unmet needs in disease spread and infection control either to other animals or the pet-owners.

- What is the overall landscape for parasitic diseases of interest?
- What are various unmet needs from the product, procedure, and treatment perspectives?
- What are under-development products and expected target geographies of priority launch?
- Despite the new pipeline of products, which unmet needs would still be offering opportunities for new products?
- Who are the major players in this segment?

FutureBridge derived a comprehensive search strategy to gather relevant information, screened and assessed the Parasitic disease landscape. These included:

- Disease landscape, Pathophysiology, Burden, Diagnostics, and key procedures
- Major products and players, existing and upcoming treatment architecture
- Unmet needs analysis in the disease journey across stakeholders (Animal, Owner, Veterinarian, Company, Support Staff)



The landscape assessment provided by FutureBridge supported the client to understand scientific publications around disease segments, unmet needs in the value chain, upcoming products to address that, and key player ecosystem.

With the support of these insights and other internal investment parameters, the client could take a go-on-go decision to venture into new parasitic indications for portfolio expansion.

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.