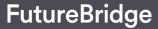
Competitive Intelligence & Technology Monitoring-Targeted Protein Degradation

**Case Study** 



# Case Study 1: Competitive Intelligence & Technology Monitoring- Targeted Protein Degradation (1/2)

Present Landscape, Target and Entity Screenings and Continuous monitoring

Client	Global Integrated Biopharma
Industry	Bio-pharmaceuticals
Products	Targeted Protein Degradation

### **Engagement Scope**



- What is the overall landscape of targeted protein degradation platforms/modalities with a focus on Oncology?
- What are the unmet needs that would be addressed by these technologies ?
- What is the entity ecosystem **utilizing specific platform** for developing new modalities?
- How the competitors are positioning themselves with respect to programs and scientific evidences corresponding to specific technology?
- What are the various **programs/candidates** in development using this platform?
- What is the patent portfolio of the identified platforms?

#### Background

 The Client is a leading research based bio-pharmaceutical company with its presence across different geographies into various therapy areas. Their existing portfolio exists largely around innovative drugs and have interest to continuously monitor key developments across next wave of treatment modalities

#### Context

2

The Client was interested in identification and selection of novel treatment modalities/solutions which can overcome the unmet needs of present solutions. In one of the last studies, FB recommended Targeted Proteolysis technology as one of the solutions. Therefore the Client was interested to screen and achieve comprehensive assessments of Targeted Proteolysis technology through patent and scientific literature published, early scientific sentiments, key update on the clinical developments in this domain, assess competitors' activities corresponding to this technology and a continuous monitoring scheme of the key activities in this domain.

3

## Approach

- Exhaustive Secondary Research PubMed, Scientific Journals, Industry Reports & Articles, Company websites & publications, Regulatory and Reimbursement websites, Clinical trial registries
- Primary Research Focused group discussions, detailed interviews and web survey with – Biotech & Chemical Technology experts, Oncologists, other medical practitioners, manufacturers, industry participants, regulatory consultants, reimbursement experts, patient educators

# Results & Insights

- In depth technology understanding provided opportunities for additional collaboration needs across stakeholders and partners ecosystem
- Prioritizing strategic development programs within R&D portfolio with Novel Modalities
- Continuous update to the core team with on-going developments provided time window implement actions/decisions
- Knowledge landscape formed the base for the development team to understand the key therapy areas that are being developed through these routes

## Case Study 1: Competitive Intelligence & Technology Monitoring- Targeted Protein Degradation (1/2)

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## **Research Methodology**

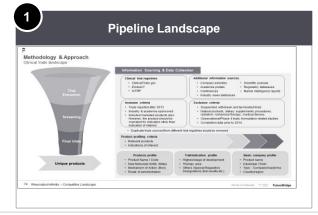
#### Secondary Research

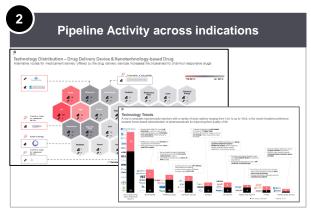
- Conducted extensive desk research through various sources
  - Clinical trial registries/databases, Clinical Research Networks, Other specific databases, PubMed, Medical Journals etc.
  - Treatment Guidelines, Specialty/Medical Societies, Company websites, Regulatory & Reimbursement websites,, Industry Reports, Patents

#### **Primary Research**

- Web-survey
- Detailed Interviews
- Focused Group Discussion

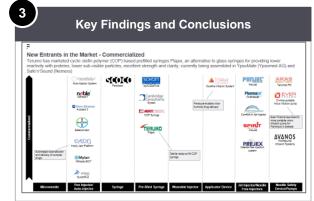
## Sample Analysis





#### **Benefits to Client**

- Insights in terms of current development trends and future pipeline outlook were leveraged by the client to align R&D efforts in developing overall assets portfolio
- A <u>continuous monitoring program</u> was custom designed for the client to keep track of developments across priority assets within the targeted platform



# Thank you

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