



Market Forecast & In-Licensing Opportunity Assessment

Phase II Drug Candidate

**Regulatory Pathway & Market Potential
in the US**

Market Forecast & In-Licensing Opportunity Assessment

Client	Leading Pharmaceutical company
Industry	Pharmaceutical & Biotech
Products	Osteoarthritis/ Market sizing & Forecasting

Context

- The client is a leading international research based pharmaceutical company. Client is interested in enhancing the present portfolio by in-licensing for Indication of interest . Specifically, the client is interested to understand in detail about available opportunities and build case for in-licensing of a Phase-II product for Indication of interest .

Key Business Questions

- What is the current patient flow in EU-5? Are there any differences by country?
- What is the addressable market for Product X?
- What would be the market potential for Product X over the next 10 year horizon?
- What are the key risks for Product X in terms of technical, market and regulatory aspects?

Engagement Scope

1 Disease Overview <ul style="list-style-type: none"> ▪ What is current unmet need and What could be future unmet needs? ▪ What is the prevalence and the trend in number of TKRs in EU-5? ▪ What are treatment guidelines for Indication of interest in EU-5? ▪ What are current treatment options for OA? How do they differ by country? ▪ What are the DRGs (diagnosis codes) for TKR? What are the reimbursement challenges for Indication of interest in EU5? 	2 Market Analysis <ul style="list-style-type: none"> ▪ What are market trends/drivers in EU-5? ▪ What are market entry barriers for products similar to Product X? ▪ What is the size of addressable patient pools for Product X? How does it vary by geography? ▪ What is market share of Product X based on prescribers, KOLs? ▪ What is market share of Product X based on technical/clinical attributes? ▪ What is overall market size of Product X across EU-5 (volumes and value)? 	3 Business Case <ul style="list-style-type: none"> ▪ How does Product X compare on the technical attributes – efficacy, safety, MoA, RoA, etc. – with competition? ▪ Comparison on commercials – market size, ease of entry, patient pools, etc. ▪ What is commercial attractiveness of Product X vs. pipeline products? ▪ How is ease of Entry vs. commercial attractiveness vs. risk matrix? ▪ What is technical attractiveness vs. commercial attractiveness analysis for Product X and competitor products? 	4 Key Findings and Conclusions <ul style="list-style-type: none"> ▪ What are market risks and how do they differ by geography? ▪ What is the market opportunity for Product X in Indication of interest pain treatment in EU5? ▪ What are the expected returns on the investment over a 10-year period? ▪ What are the critical success factors? What are the challenges? ▪ What is overall assessment of Product X in Indication of interest?
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Research Methodology

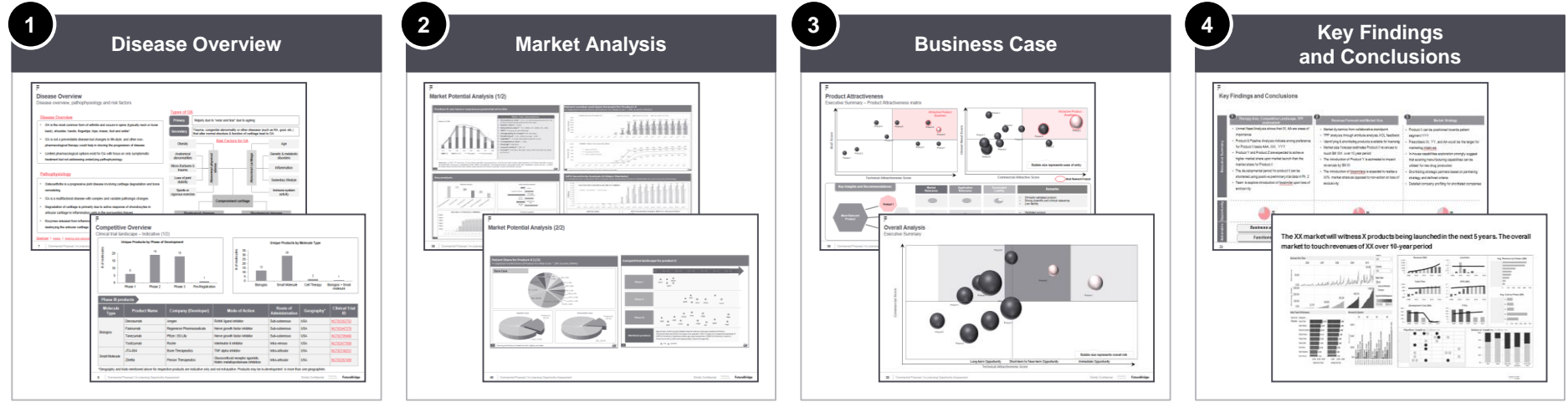
Secondary Research

- Industry reports, Drug databases, Summit proceedings, Medical Societies, Clinical registries/ databases, Magazines, News portals, Company websites, Medical Conferences, etc.

Primary Research

- 20+ KOLs, 60+ Web surveys, Prescribers, Regulatory consultants and Reimbursement experts

Sample Analysis



Benefits to Client

- Based on the study and recommendations, the team has a business case for the Phase II product which they wish to in-license from another company, with key insights such as the addressable patient pools, market size and key risks involved
- By understanding prescriber preferences, the client secures a strategically favorable position in the market

Thank you

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