

CASE-STUDY

Oncolytic Drug Delivery Platforms

Selection of business opportunity based on assessment on scientific and business parameters



Quick overview

Our client is a leader in the innovation of drug delivery platforms, reformulations, life-cycle management, and value-addition to existing products. The drug delivery champion wanted to expand its product portfolio to realize high revenue, cover up gaps in the asset portfolio, and ensure business continuity by mitigating risks.

Client success

The drug platform company choose promising oncolytic drug delivery platforms and zeroed in on potential partners who can shorten the development timeline. The Client could visualize all the opportunities on the 2x2 matrix of risk & return in terms of innovation, competition, clinical value, commercial attractiveness, available time-window, growth potential, and positive sentiments of the scientific community. The engagement answered these questions:

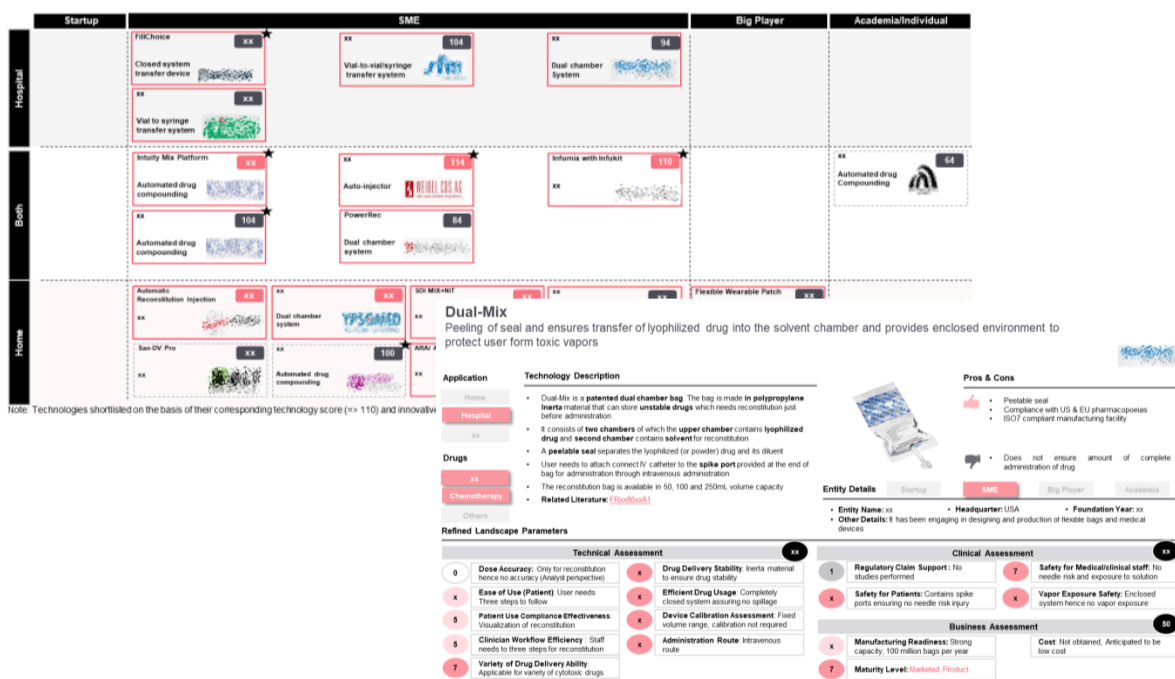


Drug delivery platforms have always been center of attraction despite that there is a huge room for these platforms to address unmet needs in terms of safety, clinical outcomes, acceptability, application in multiple areas, and the commercial viability.

- What is the canvas of opportunities along with trade-off between risk and returns?
- What are the future trends from the demand, supply, regulations, collaborations, expectations of medical fraternity and payors?
- What are the most promising drug delivery platforms that could be used in medicines and devices?

FutureBridge analysis covered all the early stage research in the domain from patent and scientific literature to disruptive innovations that start-ups, small & medium enterprises as well as big players are working upon to build the output around:

- Critical unmet needs
- Market drivers for the innovations and growth trends
- Emerging & novel technologies in oncolytic drug delivery
- Active entities & competitor activity (partnership, etc.)
- Potential opportunity areas, white-spaces, and challenges



FutureBridge's output helped the client get an in-depth understanding of the drug delivery landscape and identify a specific sub-segment for deeper assessment. This sub-segment emerged as a potential opportunity from the engagement assessment based on unmet needs, research/innovation trends, and benchmarking on emerging technologies on perspectives of technology, business, and clinical parameters.

About FutureBridge

FutureBridge tracks from 1 to 25 years, how industries and sectors will evolve, develop, and innovate.

We keep your business ahead of the technology curve. Propel your growth, identify new opportunities, markets, and business models. We can answer your key strategic questions. Facilitate focused, tailored solutions and partnerships using our platforms and programs, with access to global information ecosystems and key industry players for their insights and expertise.