

Evaluate

Technology & Innovation Landscaping

CASE STUDY: Macro-level analysis of global technology R&D trends for a major pharma Portfolio Strategy group

Challenge: Client struggled to get an unbiased view of the potential impact of new technologies in their market.

Approach: Evaluate formulated a customised scoring system based on the competitive landscape, portfolio fit, and commercial potential to provide a shortlist of priority platforms.

Outcome: The client enhanced their understanding of the potentially disruptive technologies poised to have the greatest impact, and provided critical input into a strategic review of the company's direction.

Global sales forecast to grow at 3.8% CAGR

