

Evaluate



Forecasting & Valuation

CASE STUDY: Analysis of lead asset sales potential for a pre-revenue biotech Executive team

Challenge: Client needed to determine which lead indication for their primary asset would drive the highest valuation of the company ahead of a key milestone.

Approach: Evaluate produced scenario-based forecast and revenue models for eight different indications in which the asset had therapeutic potential. These incorporated treatment paradigm positioning, commercial insight and expert interview insights.

Outcome: The client accessed an objective external viewpoint to complement and challenge internal perceptions, with the findings presented to the Board and incorporated into ongoing strategic planning for the key pipeline asset.

Treatment paradigm positioning will have a major impact on sales potential

