

Evaluate



Asset Positioning & Benchmarking Analysis

CASE STUDY: Analysis of European launch success drivers for a US biotech planning its first EMA filing

Challenge: Client's limited experience in European markets left them unsure of the best strategy and target revenue goals for their upcoming product launch.

Approach: Evaluate provided a data-driven assessment of value-drivers and measures of success, enhanced with targeted secondary research, for a cohort of comparable product launches in Europe.

Outcome: The client gained the quantitative and qualitative insights needed to determine their commercialisation approach, along with a checklist of key aspects to consider as EMA filing progressed.

Correlation seen between launch success and time to market

Timeline from first EMA/PCD filing to first WW launch and to launches in both US and first EUS country

