

# 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/EMA filing to first EU launch and to commercialisation in both US and first EU country

