

Early asset prioritization in oncology

Client

Leading Pharma Company

Therapy Area

Oncology

Business Impact

- Continuous monitoring of MOA landscape for early-stage oncology assets provided an assessment of impact to our client's strategic goals in the therapy area
- Asset prioritization model strengthened client's oncology franchise by evaluating new opportunities, facilitating R&D efforts and improving the positioning of their pipeline products

Project objectives

- ☑ To monitor early assets in oncology by MOA and their classes
- ☑ To provide insights on key competitor development, and provide inputs into effective operational and strategic decision-making

Scope

MOAs of interest categorized by priority:

- ☑ High: IDO, LAG-3, CSF-1R, GITR, OX40, 4-1BB
- ☑ Medium: Anti-KIR, Oncolytic viruses, ICOS, TIGIT, STING, TIM-3, CD-73
- ☑ Low: BET, IL-8, CD40, CCR 2/5, CXCR2, Next Generation CTLA-4s, Anti-DR5 Mab

Approach

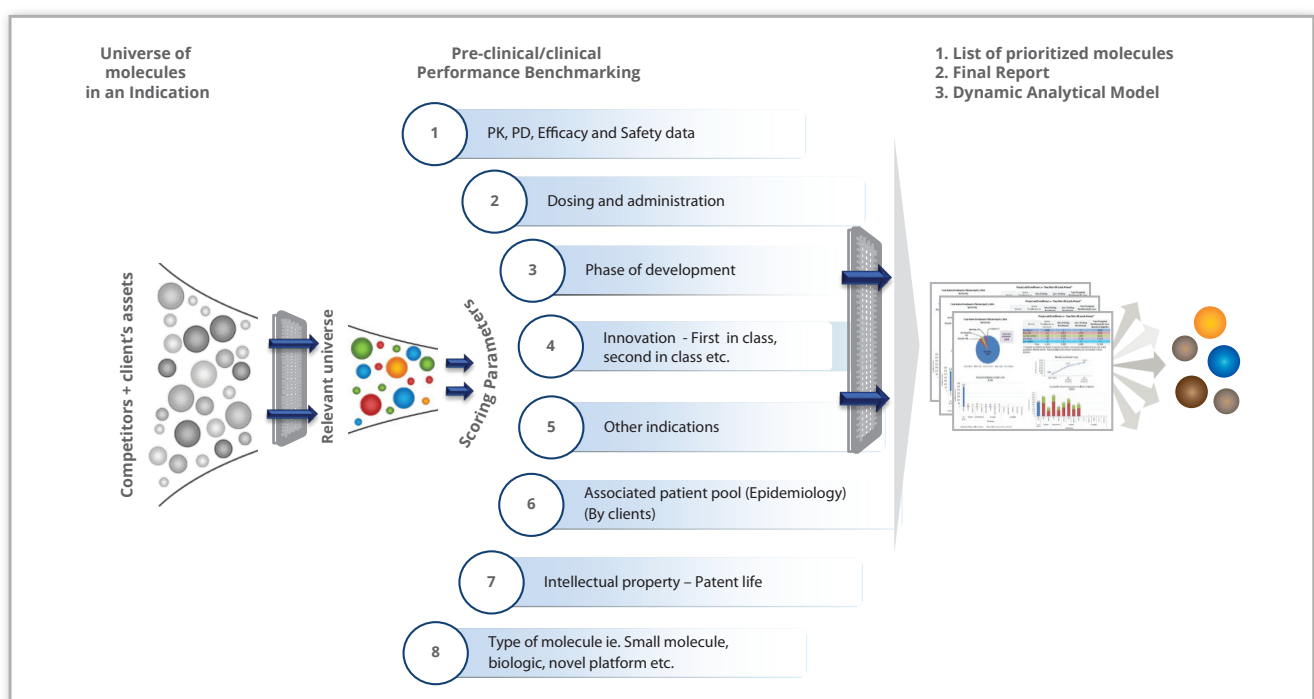
- ✓ Develop a comprehensive secondary research methodology
- ✓ Synthesis and analysis of data from multiple sources, e.g., global and regional clinical trial registries, company websites, conferences, newswires, client data, and primary and secondary data

Key deliverables

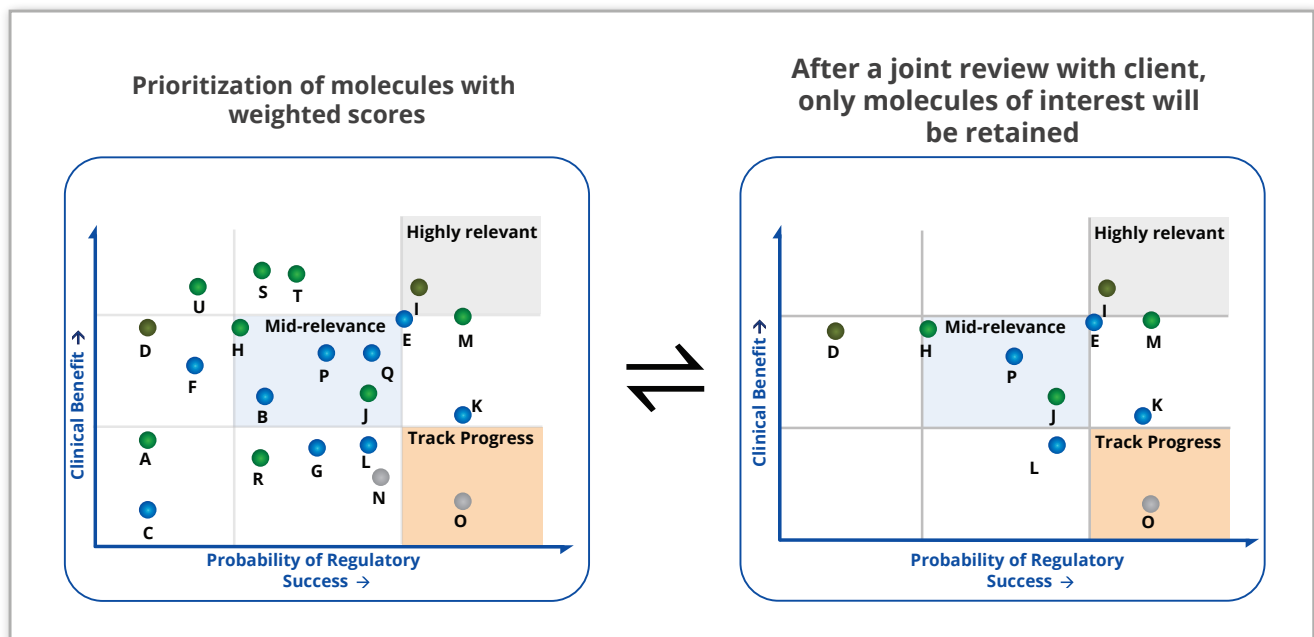
- ✓ Newsletter: High-impact events reported fortnightly
- ✓ Phase 1: Competitor mapping across MOAs
- ✓ Phase 2A: MOA deep dive – list of prioritized assets
- ✓ Phase 2B: Excel-based asset prioritization framework to score each molecule
- ✓ Phase 3: Address additional KITs and KIJs through primary CI and conference coverage

Sample deliverables

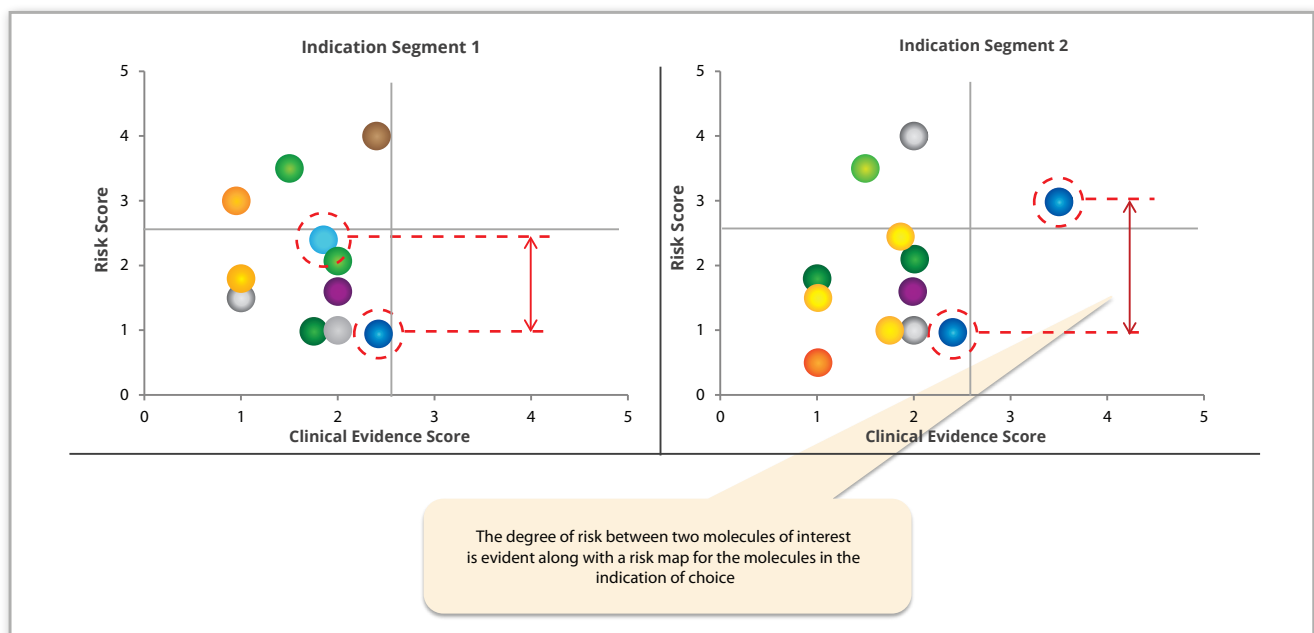
- ✓ Methodology for asset prioritization model



✓ Sample output of prioritized molecules



✓ Sample output of risk analysis for prioritized molecules



About Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.