



VISCADIA® FORECASTING CONFIDENCE



Landscape Evaluation Project

CASE STUDY AND DEMO

NOVEMBER 3, 2019



CONFIDENTIAL

LANDSCAPE EVALUATION
CASE STUDY

SITUATION

CLIENT

Large pharma/biotech company

ASK

Identify potential acquisition/licensing candidates that fit with the organization's strategic, commercial and development objectives

GUIDELINES

- > Differentiated assets that add strong IP or business model, provide unique access and strengthen client's position in the hospital setting
- > Potential to materialize into cash flow in the immediate-to-near future
 - > On-market drugs or late-stage pipeline drugs with high likelihood of approval
 - > Companies with a portfolio of drugs satisfying above criteria
- > Synergistic with the current (or future) client portfolio that can leverage the existing sales force and organizational expertise
- > Emphasis on alignment to the long-term objectives and vision of the organization in terms of its offerings

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CHALLENGES

CAPABILITIES & METHODOLOGIES

Required application of multiple research methodologies and efficient integration of technical, analytical & strategic capabilities

GAPS IN AUDITED DATA

Data integrity for products in the non-retail channel can be sub-optimal – ensuring that opportunities weren't missed required triangulation across multiple sources of information

STAKEHOLDER MANAGEMENT

Large team of stakeholders involved in the engagement, each driven by functional interests, including corporate development, commercial, therapeutic and financial

DIFFERENTIATION FROM PREVIOUS VENDORS

Client had already evaluated 200+ targets generated by their internal BD team and leading consulting firms like Locust Walk Partners, Campbell Alliance etc. Viscadia was tasked with identification of targets over and above the existing database.

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APPROACH

STRATEGIC ALIGNMENT

- Understood client's current capabilities in hospital products and identified strategic adjacencies
- Created an asset evaluation framework that was leveraged to parameterize strategic objectives

STAKEHOLDER MANAGEMENT

Participated in broad cross-functional meetings to

- Elicit stakeholder views around preliminary list of assets under consideration
- Agree on a prioritized shortlist of assets

TACTICAL ANALYSIS

- Organized large volumes of data across on-market and pipeline assets/ companies from multiple audits and syndicated sources
- Identified a list of potential licensing/partnership opportunities based on the identified parameters

MARKET RESEARCH

Conducted extensive secondary market research (SMR) and focused primary market research (PMR) to validate findings and identify risks

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OUTCOMES

END DELIVERABLE

- > Exhaustive product profiles for target assets that encompassed all aspects of their candidacy e.g. commercial potential, clinical attractiveness, competitive landscape etc.
- > Excel-based Preliminary Evaluation Tool to allow for ongoing dynamic targeting analyses

KEY HIGHLIGHTS

- > Viscadia identified 21 on-market, 13 pipeline and 10 company opportunities that could be potential acquisition/licensing targets
- > Client sought immediate follow up and further research in a more focused manner for 8 assets that intrigued them

IMPACT

- > Two Viscadia recommendations culminated in a deal for the client
- > One other product and three company assets recommended by Viscadia were soon acquired by other players in the market based on their potential
- > Lead product of one of the companies identified by Viscadia was approved by FDA within a month of identification leading to significant gain in company valuation