





## Competitor Profiles

A complete, strategic narrative of the competitors shaping your future.

### ➔ The Challenge

Competitive intelligence teams often have the right data but lack a clear, aligned, strategic narrative about their most important competitors.

#### Common challenges include:

-  Difficulty maintaining a single, validated picture of each competitor as data and strategy shift
-  No consolidated resource for leadership, resulting in repetitive explanation and misalignment
-  Limited visibility into early signals of shifting competitor strategy, and how these shifts might impact relative risk level
-  Fragmented views across teams, with inconsistent understanding of competitor strategy or positioning



### ➔ The result?

Reactive decision making and lack of confidence assessing competitor threat levels.

Book a Consultation:

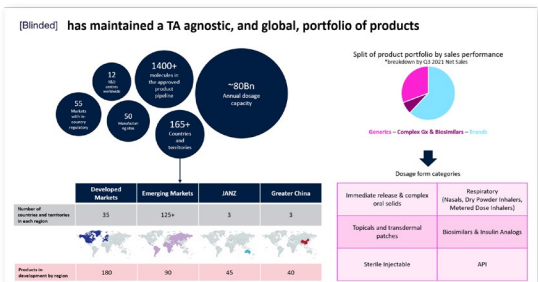
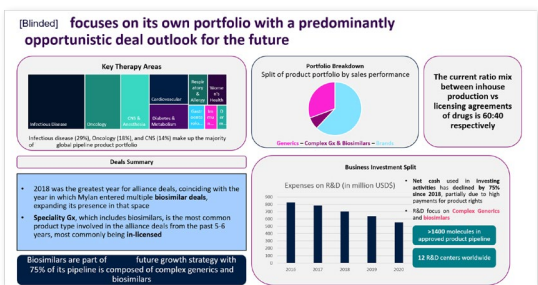
[evaluate.com/consulting/competitive-intelligence-consulting/](https://evaluate.com/consulting/competitive-intelligence-consulting/)



## Our Solution: Comprehensive, Leadership-Ready Competitor Playbooks

Evaluate's CI Advisory develops concise, strategic competitor playbooks that serve as a foundational intelligence resource for your organization. Each playbook combines clinical and commercial insights to deliver a holistic view of a competitor's position, capabilities, strategic direction, and strengths and weaknesses.

### Our approach includes:



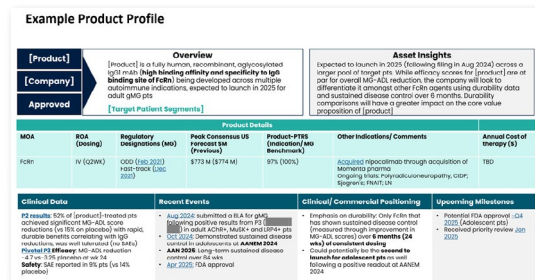
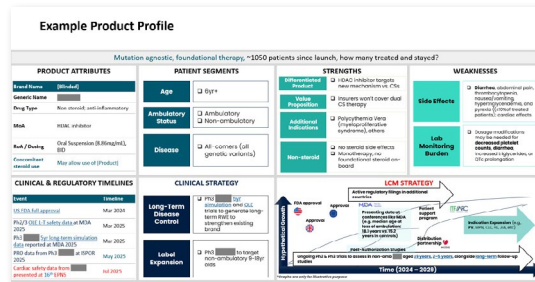
## 1. Company-Level Profiles

- Holistic analysis of your most important competitors, offering a clear view of how each company is positioned across the market
- Rich intelligence synthesized from publicly available data, including financial health, portfolio and pipeline strategy, clinical development approach, upcoming catalysts, and a focused SWOT assessment
- Action-oriented strategic implications that highlight what each competitor's direction means for your brands, assets, and long-term positioning

## 2. Product-Level Profiles

- Targeted deep dives into competitor assets, providing a crisp understanding of differentiation, risk, and opportunity at the asset level
- Comprehensive insight drawn from public intelligence, covering product attributes, scientific data, patient targeting, messaging and positioning, and projected timelines with informed assumptions
- Clear strategic recommendations that connect product-level comparisons to your broader business objectives

Many clients refresh playbooks every 6 - 12 months, ensuring the resource remains accurate, aligned, and actionable over time.



## Questions we Help to Answer:

- How can we access a single, consistent, and reliable view of competitor strategy?
- How can we provide leadership with a concise narrative of our key competitors?
- How can we proactively understand and prepare for a competitor's future threat level?

# WHY PARTNER WITH EVALUATE ADVISORY?



AI consultants with deep therapeutic and strategic expertise, experienced in synthesizing multi-source intelligence



Access to Norstella's comprehensive data ecosystem, enabling richer and more accurate competitor evaluation



Consistent, repeatable templates that promote cross-functional alignment and ease future updates



Decision-ready narratives that reveal not only what a competitor is doing but what it means for you

Whether profiling five competitors or twenty, our team delivers clear, strategic, and actionable intelligence that empowers confident decision-making across your organization.

[Speak to an expert](#)