

## Landscape reports

Objective assessment of a defined market segment to support early strategy and portfolio decisions.

### ↗ The challenge

Mis-positioning assets and missing critical threats is a constant risk for pharma and biotech teams operating in complex, high-stakes markets.

#### Teams face persistent challenges, including:



Highly competitive pharma and biotech markets with long timelines and significant capital at risk



Fragmented and fast-moving external landscapes that are difficult to track objectively



High stakes decisions when evaluating targets, mechanisms, and indications



Risk of mispositioned assets and overlooked competitive or scientific threats



### ↗ The result?

Missed opportunities and investments that don't align with market reality.

Book a consultation:

[evaluate.com/consulting/portfolio-strategy-and-analysis-consulting/](https://evaluate.com/consulting/portfolio-strategy-and-analysis-consulting/)

## Our solution: Landscape reports advisory

Evaluate Advisory delivers objective landscape reports to support confident early-stage strategy and decision-making.

- Focused analysis of a defined market segment (indication, MoA, or target) using Norstella data
- Clear view of market fundamentals, including players, pipeline, trials, market size, deals, and key catalysts
- Actionable insights to support early strategy validation and portfolio focus

Analysis can be extended to address key business questions, supported by targeted research and KOL or HCP input.

### We provide:

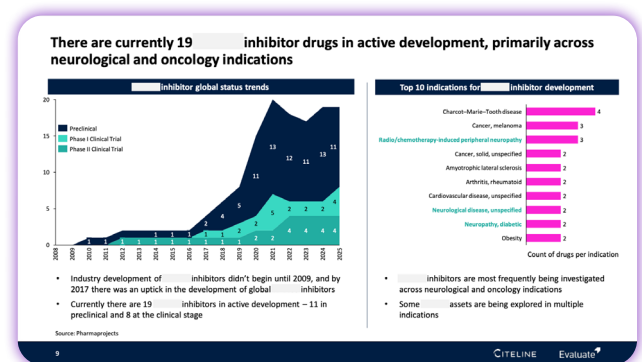
#### Strategic landscape insights

- Strategic context to support early strategy validation, go/no-go decisions, and market understanding
- Robust fact base covering players, pipeline, trials, market size, deal activity, and key catalysts, built on trusted Norstella data and targeted secondary research

or

#### Independent KOL market validation

- Targeted validation with disease or mechanistic KOLs to test opportunity, feasibility, biological rationale and strategic relevance
- Independent expert input to support go/no-go, investment, or BD decisions with credible external validation



## Questions we help to answer:

- Is this indication, target, or MoA worth pursuing?
- Where is the true unmet need, and how competitive is the landscape?
- Which markets best align with our portfolio strategy?
- What risks or blind spots emerge from an independent view?

# WHY PARTNER WITH EVALUATE ADVISORY?



Objective, market-wide insight grounded in Norstella's integrated data ecosystem and expert interpretation



Rapid access to trusted data and experienced consultants to deliver clear, defensible landscape views



Deep experience in primary market research across therapeutic areas, translating evidence into actionable strategy and portfolio guidance

Whether you need to validate a new target, understand a competitive landscape, or pressure-test early strategy, our consultants help you cut through complexity, ground decisions in market reality, and focus your portfolio where it can truly win.

Connect with us to strengthen early strategy, support go/no-go decisions, and move forward with confidence.

[Speak to an expert](#)