





Commercial Opportunity Advisory

Commercial forecast development to size market opportunity across geographies, patient populations, and competitive dynamics

↗ The challenge

A credible view of epidemiology, screening, and treatment dynamics is critical to selecting the right indications and positioning assets effectively—particularly in crowded or fast-moving markets.

Teams must navigate challenges such as:

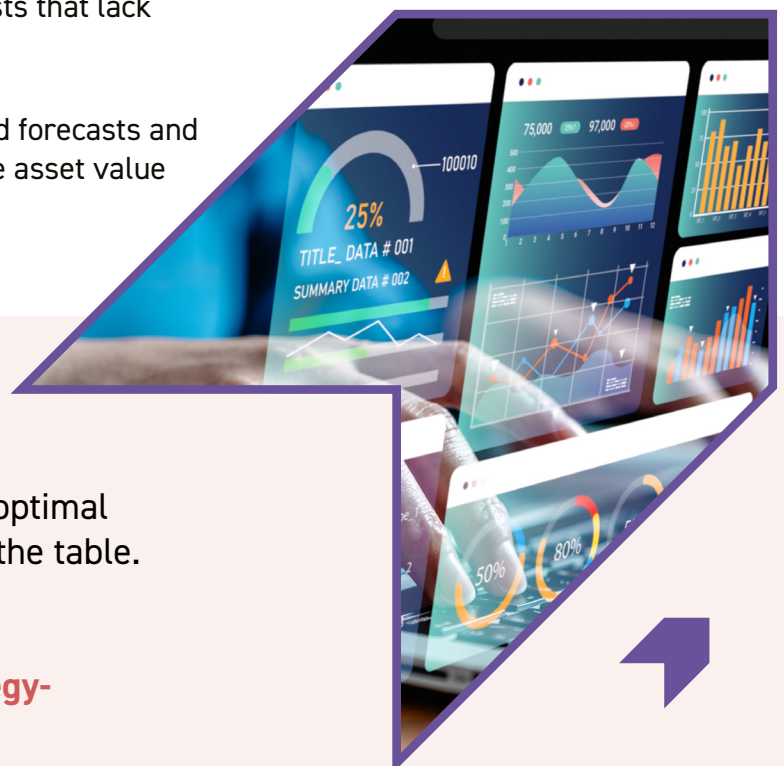
-  Limited clarity on real-world patient flow, treatment patterns, and addressable populations
-  Difficulty selecting and prioritizing indications in competitive or rapidly evolving landscapes
-  Heavy reliance on internally built forecasts that lack external credibility
-  Absence of independent, evidence-backed forecasts and risk-adjusted NPV (rNPV) to fully capture asset value

↗ The result?

Asset value is misjudged, leading to sub-optimal portfolio decisions and deal value left on the table.

Book a consultation:

evaluate.com/consulting/portfolio-strategy-and-analysis-consulting/



Our Solution: Commercial Opportunity Assessment

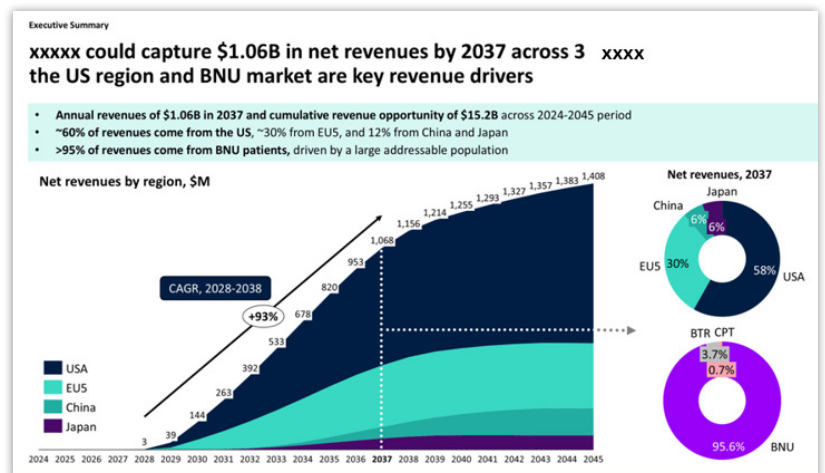
Evaluate Advisory delivers robust, transparent commercial forecasts and valuation insights to support confident decision-making.

- Commercial forecasting to size opportunity across geographies, patient segments, and competitive scenarios
- Integrated valuation using Evaluate and Norstella data, with structured pricing, market share, and scenario-based modelling
- Decision-ready NPV and rNPV outputs to support portfolio prioritization, investment cases, and strategic planning

We provide:

Partner- and Investor-Ready Valuation Analysis

- Scenario-based NPV and rNPV analysis capturing upside and downside cases across indications, geographies, and TPP assumptions
- Transparent valuation framework aligned to investor and partner expectations, suitable for external scrutiny



Commercial Evidence & Strategic Insights Deck

- Executive-ready PowerPoint summarizing forecast assumptions, sensitivities, revenue projections, and valuation scenarios
- Clear, documented view of value drivers, risks, and strategic implications to support credible external and internal decisions

Patient-Level Commercial Opportunity Model

- Patient-based Excel forecast to quantify opportunity and support indication, investment, or partnership decisions
- Dynamic, scenario-based model integrating primary and secondary research
- Clear view of how diagnosis, competition, pricing, and access shape opportunity, with a transparent model for refinement

Questions we help to answer:

- What is the realistic market positioning and uptake potential for the asset?
- What is the commercial value and NPV across different scenarios and TPPs?
- How do KOLs and payers view unmet need, treatment patterns, and future competitive dynamics?
- How can we credibly defend and maximize asset value in investor or partner discussions?

WHY PARTNER WITH EVALUATE ADVISORY?



Scenario-based forecasts showing how screening, competition, pricing, and access shape opportunity, delivered in a transparent Excel model



Integrated Norstellia expertise across pricing and access, competitive landscape, real-world treatment patterns, and valuation context



Direct access to US payer insights and in-house EMR data, including unstructured physician notes, beyond claims and literature



Proven experience supporting investment, portfolio, and BD decisions with credible forecasts and rNPV valuations

Whether you need to size opportunity, prioritize indications, or support BD and investor discussions, partner with Evaluate Advisory for credible forecasts and valuations that stand up to scrutiny.

[Speak to an expert](#)