



Developing the Narrative in Business Development and Licensing

DISCOVER HOW WE EMPOWER YOUR SUCCESS

Navigating the stages of asset development, partnering, and commercialization demands meticulous consideration of how your asset creates value for patients, partners, and stakeholders. With the inherent risks, costs, and time constraints involved in bringing new therapies to market, well-aligned strategic partnerships are crucial.



THE EVALUATE ADVANTAGE: DECISION MAKING WITH A TRUSTED POINT OF REFERENCE

Success, expertise, and commercial intelligence

We help business development, external innovation, and corporate strategy teams navigate the complexity of partnering and commercialization, supporting your unique business development and licensing goals. Our solutions accelerate the search and screen process, enabling you to rapidly identify in-licensing and out-licensing opportunities and focus outreach efforts on the most strategically aligned partners. Our bespoke asset valuations, combining commercial opportunity assessment and forecasting, provide objective risk-return analysis to help keep your pipeline healthy over the long term.

HERE IS HOW WE MAKE A DIFFERENCE

▶▶ IDENTIFY AND STRATEGIZE POTENTIAL PARTNERSHIPS

We go beyond asset assessment. We identify and prioritize potential partnerships using an established and systematic approach to rapidly compare candidates based on commercial, clinical, and scientific criteria such as market novelty, potential revenue, competitive intensity, and partner suitability.

KEY QUESTIONS:



▶ What assets are available for in-licensing?



▶ What are the most promising drugs and platforms by indication?



▶ How can I effectively focus my outreach efforts?

▶▶ CONDUCT THOROUGH DUE DILIGENCE AND COMMERCIAL VALUATION ANALYSIS

We design our services to equip BD and corporate strategy teams with the tools required to rapidly assess the positioning and revenue potential of assets or target assets. Make informed decisions on addressable patient populations, commercial potential scenarios, key variables, and understand KOL and stakeholder opinions through our detailed analysis. We conduct thorough due diligence and raise awareness of the risks associated with potential transactions weighed against the potential return on investment.

KEY QUESTIONS:



▶ How can I determine the current and future value of shortlisted assets through a robust, third-party asset valuation?



▶ How do I obtain a rapid, third-party asset valuation to support out-licensing activities?



▶ How do I evaluate the pipeline value of an acquisition target using consistent, comparable asset valuations?



▶ ENHANCE NEGOTIATION STRATEGIES

We help you navigate the partnership deal landscape by identifying emerging trends in external innovation, including key players, indications, MOAs, and technologies. Access our deal data and insights to quickly benchmark relevant deals, empowering you to strengthen your position during partnering discussions.

KEY QUESTIONS:



What are the best comparable deals for assets or partnership interests?



What are the industry benchmarks for deal value and deal structures?



What are the key drivers for determining asset value for licensing?

▶ GET SUPPORT WITH STRATEGIC AND OPERATIONAL WORKSTREAMS THROUGHOUT THE TRANSACTION PROCESS

Our experienced team, with a strong track record across transaction structures, sub-sectors, and therapeutic areas, delivers strategic advisory support and vital insights to empower your decision-making, positioning, and partner engagement strategies.

KEY QUESTIONS:



What are the strategic options for our asset, and how can we close deals?



Who are our potential partners/targets, and which market offerings align with our requirements?



How do we objectively assess the commercial potential of the asset?



What is the value narrative?



What are the probable opposing viewpoints?

EXPLORE HOW OUR BUSINESS DEVELOPMENT AND LICENSING SOLUTIONS CAN ASSIST YOU AND YOUR TEAM.



COMMERCIAL OPPORTUNITY ASSESSMENT

Use a wide range of detailed insights to prioritize opportunities and enhance commercial success. We merge company financials, product details, forecasts, and market expertise to guide your product strategy effectively.



DEAL BENCHMARKING & NEGOTIATION

Establish product acquisition opportunities, negotiate, and structure deals with potential partners based on historical comparable deals. Tailor custom benchmarks and scrutinize internal valuations to benchmark performance and measure success.



COMPETITIVE LANDSCAPE

Our solutions provide essential insights to manage risk, uncover unmet needs, and grasp your growth drivers and product uniqueness. We simplify complexity, analyze niche-specific competition, uncover opportunities, evaluate risks, plan investments, and maintain competitiveness in the face of market shifts.



COMPANY PROFILING

Identify, profile, and monitor companies aligned with your growth strategy. Track financials, pipeline updates, M&A activity, and other pertinent details. Validate potential investments with confidence and strategize your portfolio for maximum returns.

Are you seeking extensive coverage of active pipeline assets, epidemiological data, and the most precise predictive analytics models available?

We provide you with contextualized market insights, helping you identify new opportunities, minimize risk, drive portfolio value, and gain a competitive advantage. Contact us today to find out more.

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