

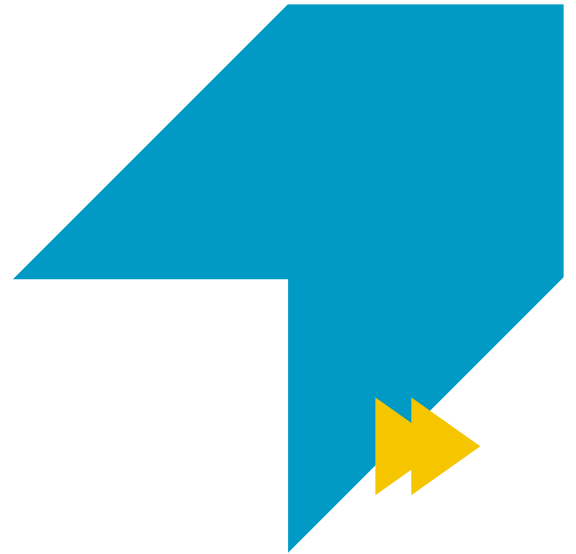
New Product Planning

See the full picture of commercial potential—from day one.

New therapy launch success relies upon knowing where the market is headed and how your product fits. With Evaluate, you gain the clarity to move forward with confidence.

Build robust, evidence-based forecasts that align teams, guide investment, and accelerate decisions from pre-launch through lifecycle management.

Whether you're assessing opportunity, shaping strategy, or refining assumptions, Evaluate and J+D Forecasting deliver the tools, data, and expert support to get forecasting right—from the start.



NEW PRODUCT PLANNING

FORECAST WITH CONFIDENCE IN NEW PRODUCT PLANNING

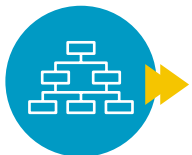
Ensure your New Product Planning forecasts are grounded in reliable data, shaped by strategic insight, and built to support critical decisions at every stage of development. Don't leave your launch to chance, equip your team with the clarity and confidence to win in market.



How will your new asset perform in a crowded, competitive landscape?



What is the best way to size the opportunity across segmented patient populations?



How can you keep cross-functional teams aligned around one commercial story?



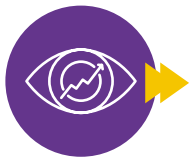
Are you building credible forecasts that link clinical potential to commercial value?

► THE CHALLENGE

Bringing a new therapy to market is high risk and high complexity. New Product Planning teams must make critical decisions early, with limited data, shifting assumptions, and intense competitive pressure.

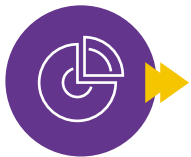
► HOW WE HELP

We help you cut through uncertainty with a structured, insight-led approach, combining forward-looking data, competitive context, and expert guidance to inform smarter decisions from early development through to launch.



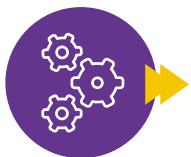
TRANSLATING MARKET INSIGHTS INTO FORECASTING ASSUMPTIONS

Integrating insights from treatment landscapes, patient journeys, and competitive dynamics, to help ensure forecast assumptions reflect real-world complexity and unmet needs.



ENABLE SCENARIO-BASED FORECASTING WITH STRATEGIC SEGMENTATION

Model upside, base, and downside scenarios by combining strategic market segmentation with data-driven market research and competitive intelligence.



LINK FORECASTS TO CROSS-FUNCTIONAL PLANNING

From market access to lifecycle management, ensuring forecasts are not just numbers, but strategic tools that inform pricing, commercialization investments, and long-term portfolio decisions.

► **OUR SOLUTION:** TRANSLATE CLINICAL POTENTIAL INTO COMMERCIAL VALUE

Forecasts are only as strong as the assumptions behind them. Evaluate brings together competitive intelligence, patient journey insights, and treatment landscape data to help you make informed, grounded assumptions about market share, adoption curves, and pricing dynamics.



OUR SOLUTIONS HELP YOU TO:

- Size addressable markets with epidemiology and patient segmentation data
- Build scenario-based forecasts tailored to different assumptions and outcomes
- Confidently answer internal questions, test assumptions, and explore how the market may evolve
- Integrate insights from market research, competitive intelligence, and TPP development
- Validate adoption curves and market share expectations using analogs and real-world data

PRODUCTS TAILORED TO SUIT YOU

Evaluate
Pharma

Evaluate
Epi

Evaluate
AnalogIQ

FC+

**Custom
Models**

FC365

We're here to help you succeed

Get in touch to explore how to leverage our forecasting expertise and market insight for new product planning and launch readiness.

Evaluate
a norstella company

info@evaluate.com | www.evaluate.com

Evaluate HQ: +44-(0)20-7377-0800 | Evaluate Americas: +1-617-573-9450 | Evaluate APAC: +81-(0)80-1164-4754