

1. Business Intelligence

Business intelligence involves the collection & analysis of market data, competition, licensing opportunities and regulatory landscapes. This information informs the strategic direction of the business. In addition, the intelligence underpins risk management & allows the business leaders to make confident, evidence-based decisions across development & investment timelines.

2. Market & Competition Analysis

Market & competition analysis evaluates unmet needs, emerging technologies & competitor positioning. Furthermore, it supports innovation & helps identify areas of strategic opportunity. A thorough understanding of competitive landscapes improves decisions around differentiation, timelines & commercial positioning.

4. Portfolio

The portfolio analysis considers the balance & alignment of assets across development stages & therapeutic areas. It involves strategic prioritisation based on scientific promise, market need as well as timing. If managed, the product portfolio supports the long-term vision of the business while allowing greater agility around evolving scientific & commercial risks.

6. Clinical & Commercial Supply Agreements

Supply agreements support product availability through clinical trials and into the market. Planning ensures both appropriate scalability & continuity of supply. The agreement must be fair to both parties, include realistic timelines as well as risk mitigation throughout the development and launch phases. Ultimately the agreements must be a win-win for both parties to remain viable.

3. Pricing Analysis

The analysis of pricing & value positioning of medicines help ensure a product is not mis-priced or poorly differentiated. Effective pricing strategies must be built on market evidence, payer expectations & benchmarking. This supports accurate valuation, risk mitigation & long term commercial viability.

5. Licensing

Licensing strategy requires understanding deal structures, risk-sharing models & asset valuation. Regardless of whether in-licensing or out-licensing, clear expression of an asset's value, its timelines & its data supports successful negotiations. Licensing assessments must align with strategic goals as well as include due diligence on competitor assets.

7. NPV Analysis

Net Present Value (NPV) analysis is commonly used to evaluate development opportunities. It integrates risk management, market forecasts, pricing & timelines to assess potential return. NPV modelling supports prioritisation, licensing discussions & investment planning across short, medium & long-term horizons.

