



### The Challenge

- In preparation for their **innovative radiopharmaceutical asset** entering **in-person clinical studies**, a NASDAQ listed Biotech wanted to **understand** both **the commercial and clinical potential** of their **asset** in a **variety of solid, non-resectable tumors** and **align on lead indication(s)** for their **biomarker-targeted therapy**



### Our Approach

- ✓ **Comprehensive landscape analysis** for each **tumor type**, including **patient population characterization (current and launch +5)**
- ✓ **Current state and future treatment paradigm** validated by on **competitive landscape** and **validated by KOL IDIs**
- ✓ **Scenario planning** through **hypothetical data read out validation** with KOLs
- ✓ **Market sizing** for each **tumor type (Launch +10y)** - qualified through a **300+ physician-augmented quant survey**
- ✓ **Tumor prioritization** based on weighted **clinical & commercial attractiveness framework**



### Client Results

1. Our **executive presentation to the C-Suite** provided a **clear and actionable recommendation** outlining **top three lead indications** for **developmental prioritization**
2. Furthermore, the team **stratified attractiveness** on **several data-read out scenarios vs. various comparators (placebo/SoC)** – to ensure clarity of **base vs. best case scenarios**
3. Our **robust market sizing and revenue modelling** provided a **10y Revenue Forecast** (from launch). **Peak Year sales** were provided for **all indications**, providing a **clear commercial attractiveness per tumor**