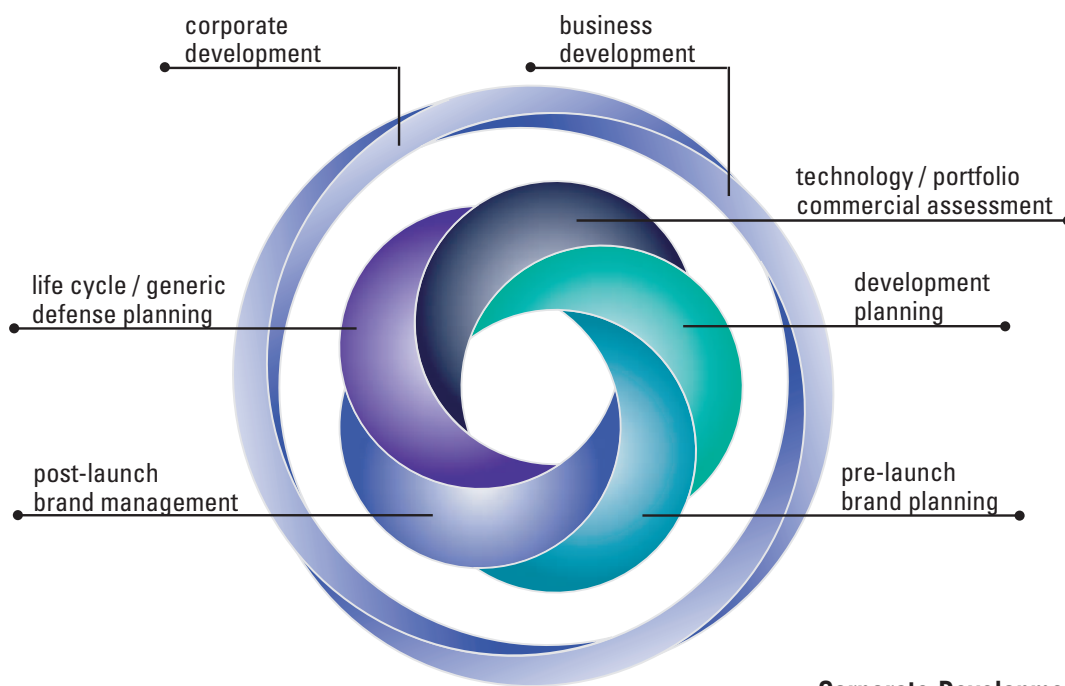


### Services Matched To Your Needs

Our team of professionals has extensive commercial experience in the pharmaceutical and biotech businesses, including:



#### Business Development

We can help you develop new markets and product opportunities in order to accelerate market and sales growth. More specifically, we can:

- Identify and procure product and technology licensing deals
- Develop R & D partnerships with National Institutes of Health and FDA R&D Contracts and Grants
- Identify and sell key first customers and early adopters in new industry and market sectors
- Set up structures, incentive plans, metrics and processes to ensure new strategic partnerships maximize and sustain value over the long term

#### Corporate Development

We can help you create, plan and implement corporate financing and organizational strategies in order to cultivate shareholder value. More specifically, we can:

- Conduct rigorous product, market and financial analyses to take advantage of current and anticipated financial and market conditions
- Develop business and corporate marketing plans that create sustainable growth in sales and profits while minimizing financial risk
- Help emerging companies determine and define their most advantageous market space and business models
- Position new companies and spin-out business units to attract investment capital
- Interface with, and help secure, venture capital financing
- Improve effectiveness and competence of executives and managers charged with implementing and leading strategically important corporate development activities. This service is provided in conjunction with our strategic partners Leadership & Innovation Associates and Esquare

### **Technology/Portfolio Commercial Assessment**

Our analysis of science-based intellectual property leads to winning competitive positioning and market dominance strategies for new or existing products.

More specifically, we can:

- Assess technologies as a basis for product development strategies
- Develop plans and recommendations for producing the best competitive advantages in market position, sales and profits
- Analyze competing technologies and intellectual property to determine relative advantages in differentiating new products and emerging companies
- Perform comprehensive due diligence and valuations of technical assets that are key to planned licensing deals, mergers or acquisitions
- Assess therapy area or NCEs for potential future opportunities and go/no-go decisions for development investment

### **Development Planning**

We can help you analyze and develop strategies for competitive positioning and entry requirements for new or existing markets. More specifically, we can:

- Define and analyze key competitors and market entry criteria
- Develop a positioning platform and other early brand definition activities
- Develop key promotional claims & data needed to enter market, including communication objectives and plans
- Design the commercial requirements for a a clinical trial/program to maximize product positioning
- Make pack/packaging recommendations & presentation trade dress needs
- Conduct product forecasting (revenue, market share, market size, units, etc)

### **Pre-Launch Brand Planning**

We can help you develop and implement a product launch platform or we can work comfortably alongside your advertising/PR/Communications agencies as a strategic partner. More specifically, we can:

- Develop a brand platform
- Develop your trade dress (e.g., name, logo, brand image and packaging)
- Create your strategic communications plan
- Build and execute a marketing tactics operational plan
- Screen and manage your PR/advertising agency
- Develop your market research plan and project manage execution of plans
- Conduct product forecasting (revenue, market share, market size, units, etc.)
- Prepare briefs for, evaluate, hire and manage advertising, PR and communications agencies
- Project manage any of the external groups involved in bringing a product to market

### **Post-Launch Brand Management**

We can provide general brand management support. More specifically, we can:

- Recommend profitability improvements
- Analyze your sales force effectiveness and provide recommendations
- Develop competitive positioning and evolution of promotional platform
- Provide competitor analysis and “war games” simulations
- Provide trade pack/manufacturing rationalization recommendations
- Develop a publication & communications plan
- Provide marketing/communications team management including agency guidance

### **Life Cycle/Generic Defense Planning**

We can analyze and recommend strategic options to maximize your opportunities prior to patent expiration.

More specifically, we can:

- Optimize your sales force for the stage of life cycle
- Provide recommendations for P&L enhancement
- Offer brand development options such as reformulation, line extensions
- Analyze your generic brand opportunity analysis
- Analyze your OTC opportunity
- Kick-off your patent defense team and provide overall project management