



Case Study

Emerging biopharma company gained strategy for clinical development knowing the market size and opportunity for Parkinson's disease.



Client

An emerging biopharma company had an asset that could be studied for Parkinson's disease.

Challenge

The client wanted to understand the market opportunity for the disease area to determine their strategy for clinical development.

Approach and Methodology



Launch Excellence Partners utilized the resources that was available in the public domain to present the following:

- 1 Market ecosystem, characteristics, and segment mapping
- 2 Market size and anticipated future forecast
- 3 Porter's five forces analysis
- 4 Key customer segments and decision makers
- 5 Classes of innovation
- 6 Geographic analysis
- 7 Market trends influencing the market growth and industry specific challenges
- 8 Profile and analyze market players and their core competencies
- 9 Recent developments



In addition, our Team evaluated the following:

- 1 Reasons for failure in clinical development for Parkinson's disease.
- 2 Epigenetic Landscape of Parkinson's Disease
- 3 Cost of illness
- 4 Burden of disease

Results and Impact

The client was able to start their IND preparation and was able to clearly document their strategy for clinical development knowing the market size and opportunity for Parkinson's disease.



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