



## Case Study

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Emerging biopharma company gained understanding of the competitive environment of specific fusion proteins across multiple diseases areas.

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## Client

An emerging biopharma company had an asset that could be used across multiple cancers.

## Challenge

The client wanted a target product profile that will be suited across the various solid tumors.

# Approach and Methodology



Launch excellence Partners utilized published literature and Clinicaltrials.gov to map the competitive innovations for each fusion protein according:

- 1** Development timeline
- 2** Indication study
- 3** Company
- 4** Number of competitors in each fusion class

## Results and Impact

The client was able to prioritize their initial targets, differentiate and position protein treatment platform and portfolio recommendation to the Executive Team and Board.