



***Competitive Intelligence and
Business Development-
Opportunities
to strengthen pipeline product
portfolio.***

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Introduction

Business Development- Strategic Relationship or Merger and Acquisition

Rationale of Study



- The study is presented with an example of Company Z wants to expand their pipeline product portfolio in the non-opioid post operative analgesics market. Company Z has identified a Phase 3 ready Product A of Company X, which they wish to acquire.
- Company Z is a key market player in the post-operative pain management area, providing an effective alternative to opioids, especially morphine for major surgeries. Product B lost its exclusivity in Mid-2020, where now it gives other companies to manufacture generics with the similar mechanism of action. Company Z wants to understand the current market situation and they want to acquire a pipeline product (Product A) from Company X for similar indication. Company X uses Competitive intelligence to provide key intel which would help them take the required strategic action for business development to enhance their product portfolio in the non-opioid pain management market.

Business Development



- Competitive Intelligence in business development helps creating new business opportunities for pharmaceutical organization through strategic alliances and merger and acquisition, Competitive intelligence helps in tracking and analyzing the products in pipeline as well as inline market. Competitive Intelligence tools come into play for analyzing the products and company.
- Driving forces of Competitive Intelligence
 1. Competitors
 2. Products
 3. Suppliers
 4. Customers
 5. Technology/Research
 6. Patent and IP
 7. Market Trends

Competitive Intelligence



- ❑ Business development refers to strategic relationships or Merger and Acquisition deals which enable pharmaceutical organizations to grow and strengthen their competitive position.
- ❑ Building effective business development in pharmaceutical industry-
 - Prioritise what business development needs to accomplish for the company.
 - Build relationships with prospective targets.
 - Agree on how to access value.
 - Define integration issue early.
 - Enable agile business development teaming and governance.
 - Design an organisation structure suited to strategic priorities.

Objective

- To analyze Product A and Company X using secondary research and Competitive Intelligence tools like Company and Product Overview to provide information to stakeholder for strategic decision making for Business Development.
- To track and analyze competitors of Product A, (pipeline and inline products) in non-opioid pain analgesic therapeutics market using competitive intelligence tools, like Pipeline Analysis, Launch Time Estimation and Attribute analysis. This analysis provides insightful information for our stakeholder Company Z which wants to acquire Product A of Company X. This analysis helps in strategic decision-making for business development.



Methodology



Methodology

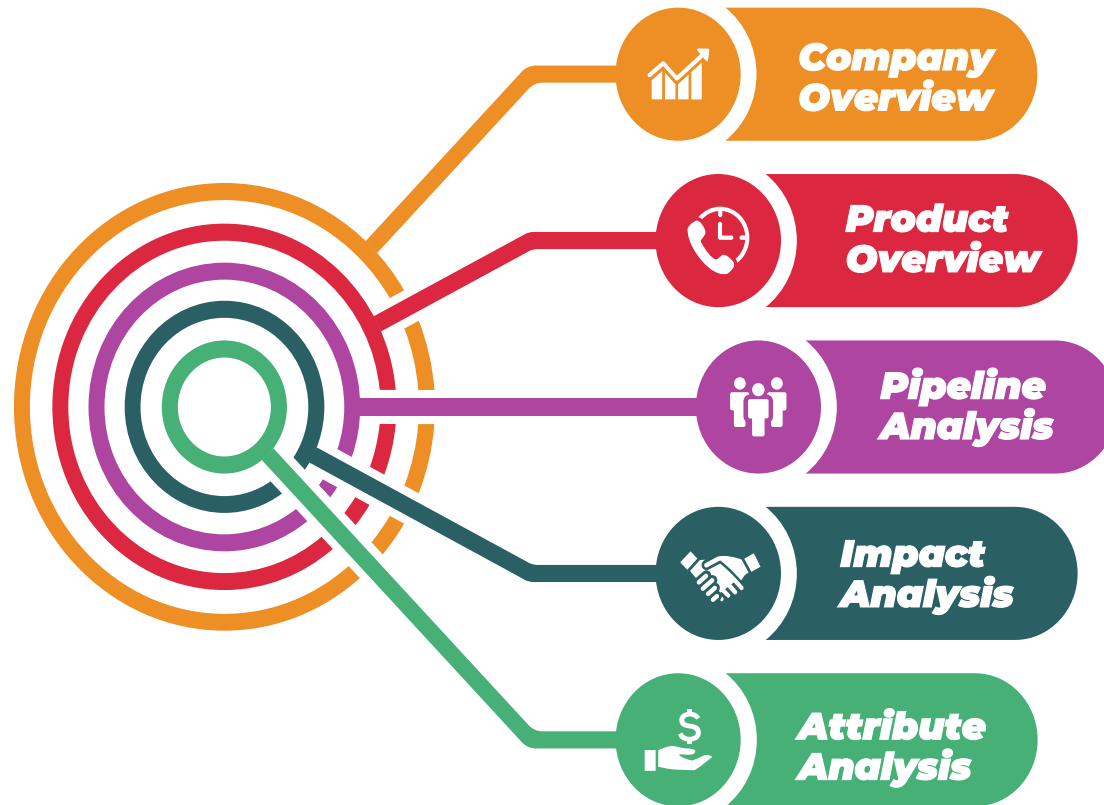
1. Type of Research- Qualitative study
 2. Data collection method- Secondary Research
- In this study we have done secondary research through various public and paid sources, in order to understand the overview of Product A, its activity and milestones, as well as we have identified and analysed the competitors of Product A in non-opioid pain therapeutics market through Competitive Intelligence tools like Pipeline analysis, Impact analysis and Attribute analysis.
 - Competitive Intelligence tools are used to analyse Product A in the clinical trials which is a Phase 3 ready products as well as track the competitor products in pipeline as well as inline market.



Sources

- Company overview- Company website, financial website, and News.
- Disease overview- WebMD, WHO/ CDC/ NIH, PubMed
- Pipeline Analysis- Clinical Trials Registry, Company websites, Animal Study Registry, Preclinicaltrials.EU
- Regulatory- Orange book, Purple Book, FDA/ EMA, USPTO, Espacenet.
- Drugs- Drug@FDA, Company/ product website, Trial registries, Journals, News
- Paid/Subscription database- AdisInsights, EvaluatePharma

Results



Mission and Vision of company, Senior Management, Company about- When was it founded (year), Company headquarters, Products (pipeline and inline), Number of employees. Core therapeutic areas in which the company is working. Financial Summary Deals and Agreements.

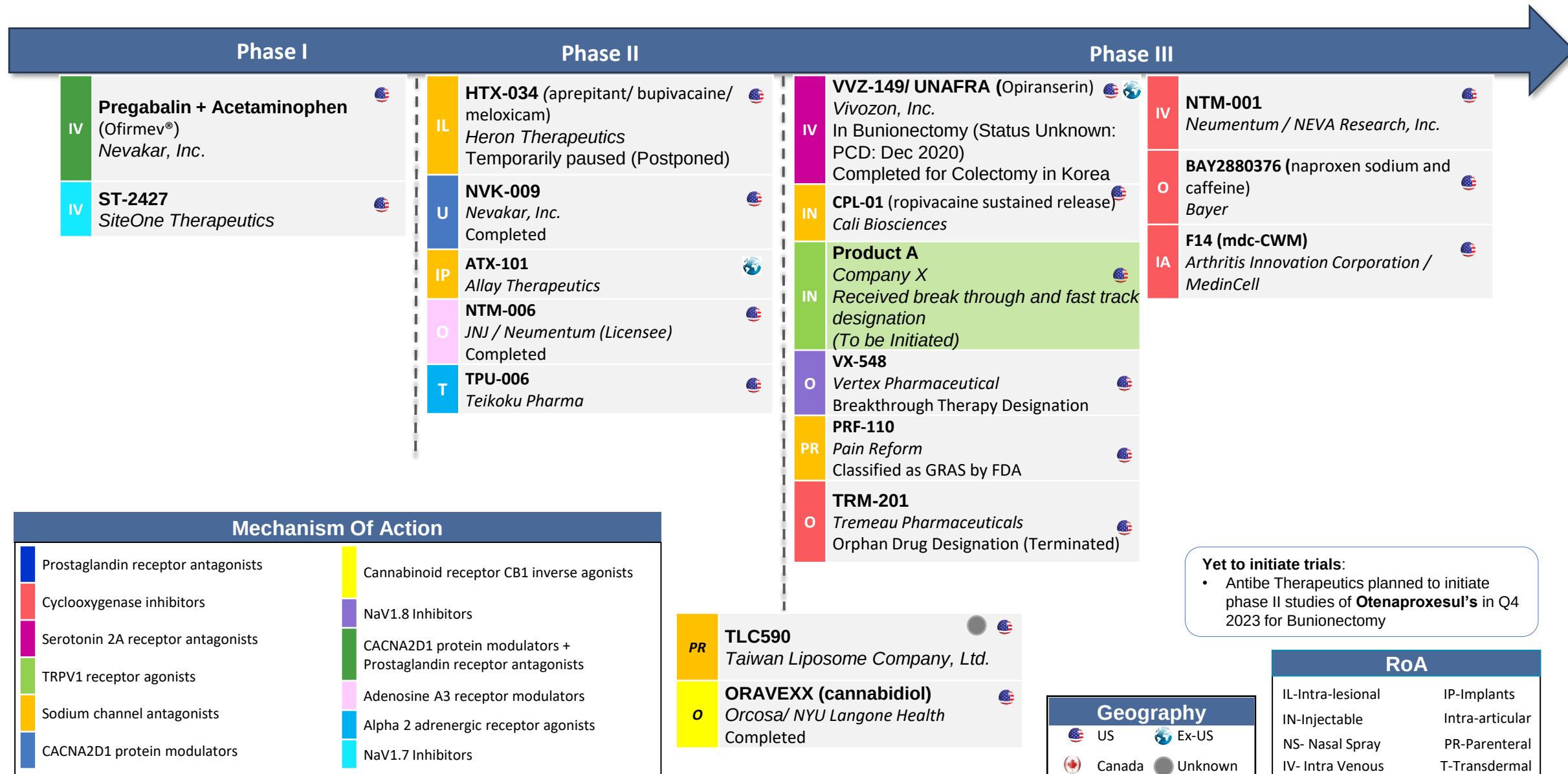
Information of Product like Alternative name, Originator, Class, Indication Contraindication, Mechanism of Action, Route of Administration, Type of molecule Most recent events is identified through secondary research which helps in analyzing the product based on all parameters and attributes

Competitive Intelligence landscape is created by capturing data from clinicaltrials.gov.in website, the data is filtered based on country, and plotted in landscape. The products are distinguished based on different phases, mechanism of action and route of administration which helps in analyzing the products.

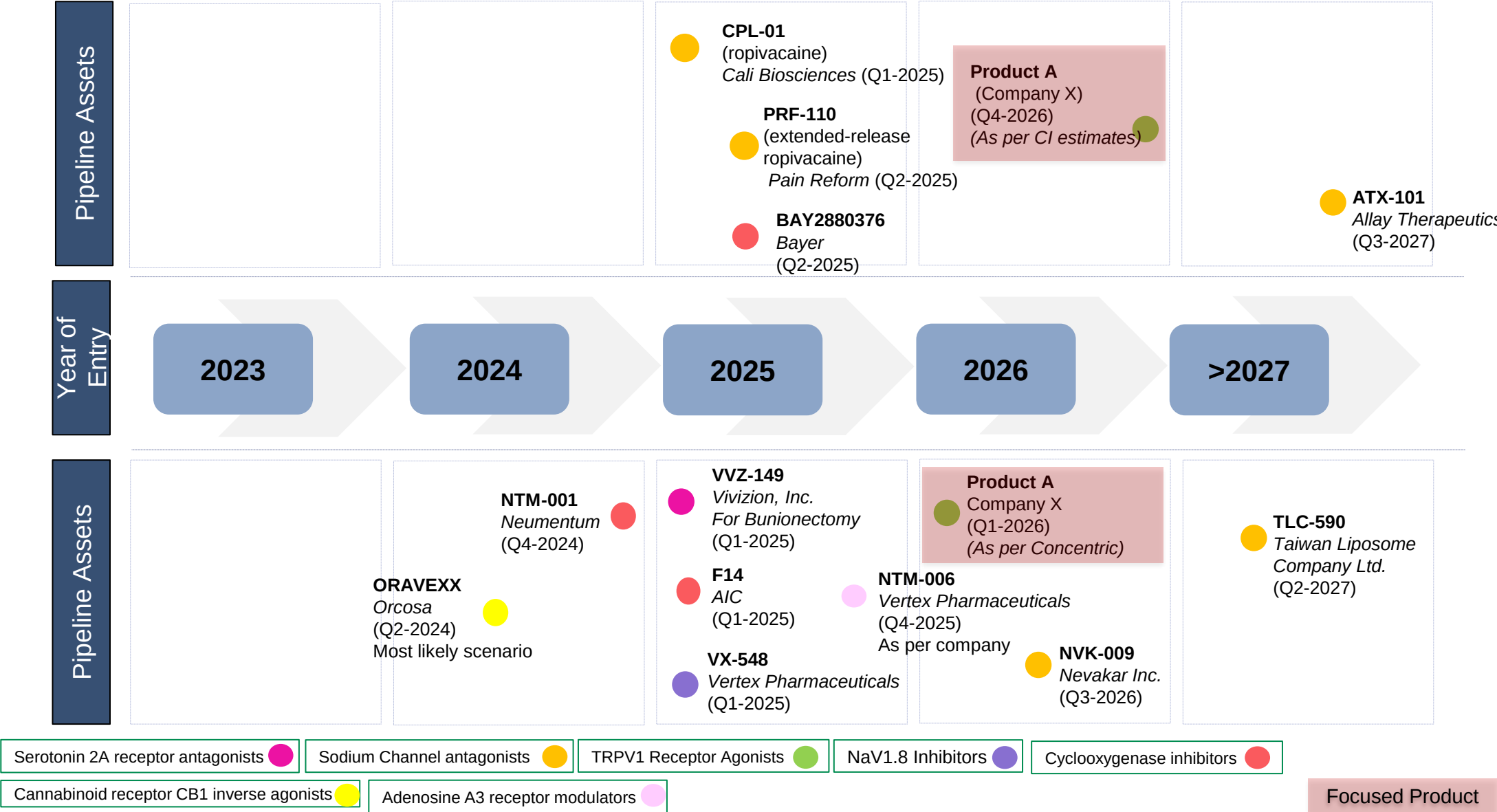
Launch time estimation helps in estimating the launch year of the products in pipeline. This helps in tracking the competitors of the Product A and the impact it would have on the market.

Attribute analysis is done to distinguish inline products on different attributes like FDA Approval, Company name, Drug Class, Indication, Dosage form, Designation, Cost of Drug, Mechanism of action, route of administration, Efficacy, Safety profile, Market Status and Sales number of the products.

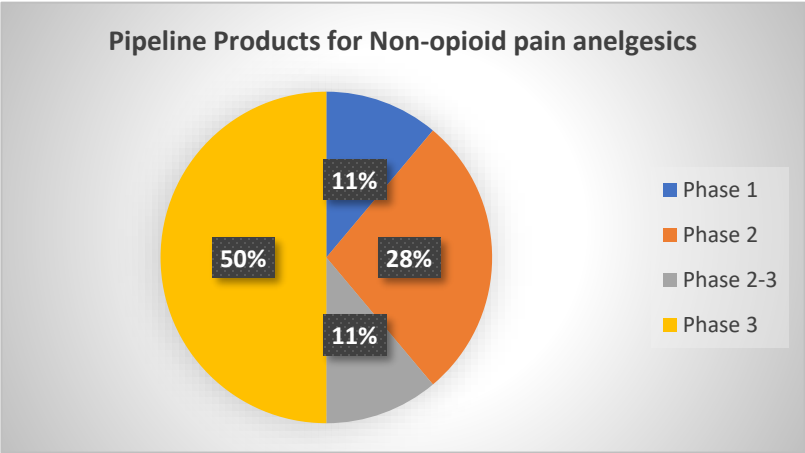
Pipeline Analysis- Non-Opioid Pain Analgesics



Launch Time Estimation- Non-Opioid Pain Analgesics

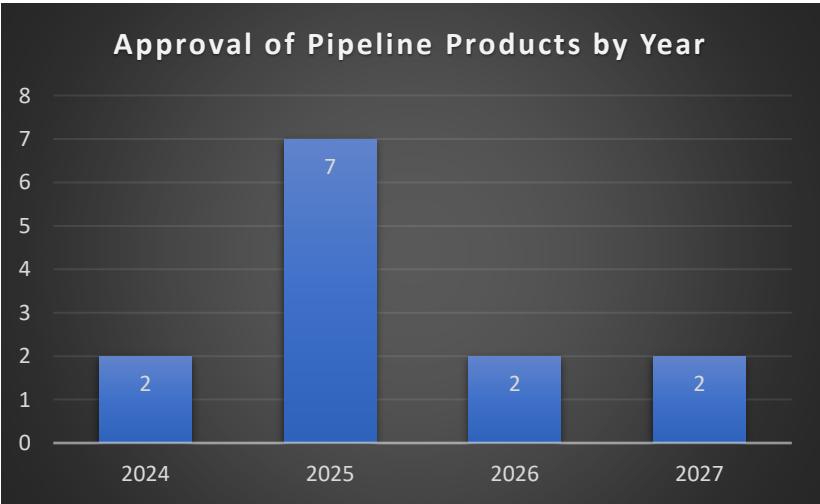


Results- Non-Opioid Pain Analgesics



Pipeline Analysis

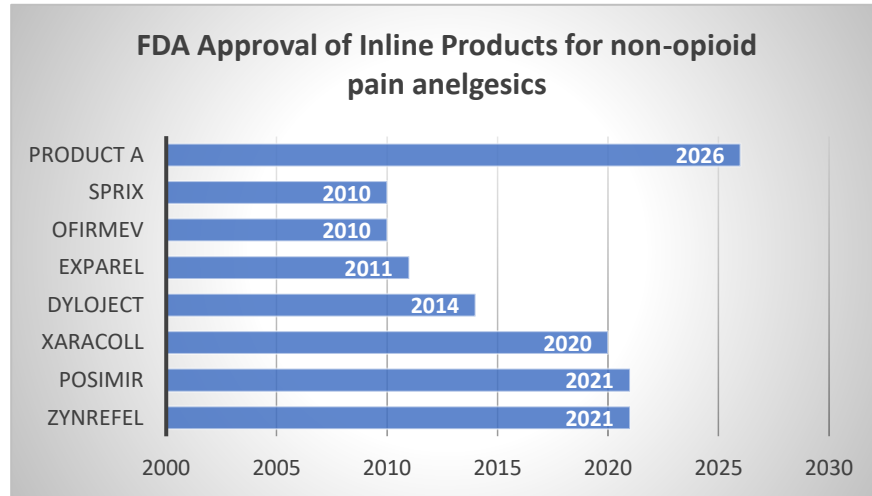
Based on data obtained, 18 products are in clinical trials for non-opioid pain analgesics. Out of 9 products are in Phase 3. Product A is a Phase 3 ready product. Through CI landscape we could identify competitors in pipeline which could help in making Business Development decisions



Approval Estimation

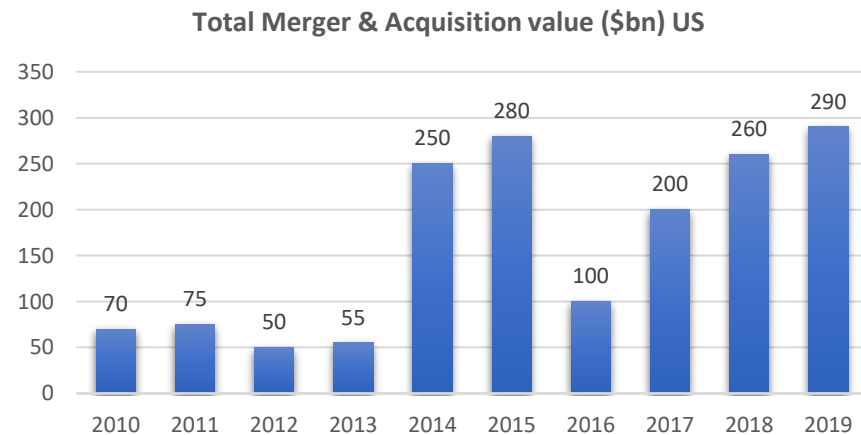
7 products are expected to launch in 2025. Only 2 products are expected to launch in 2026. Product A is expected to launch in 2026 and could face competition from one asset. Product A also received breakthrough and fast-track designation from FDA, which resulted in reduction of Approval time of Product A by 4 months.

Results- Non-Opioid Pain Analgesics



Pipeline Analysis

Based on attribute analysis of inline products for non-opioid pain analgesics. We could identify that Posimir and Zynrefel are the recent launch products for the same indication. These products are expected to have long patent exclusivity as compared to other assets.

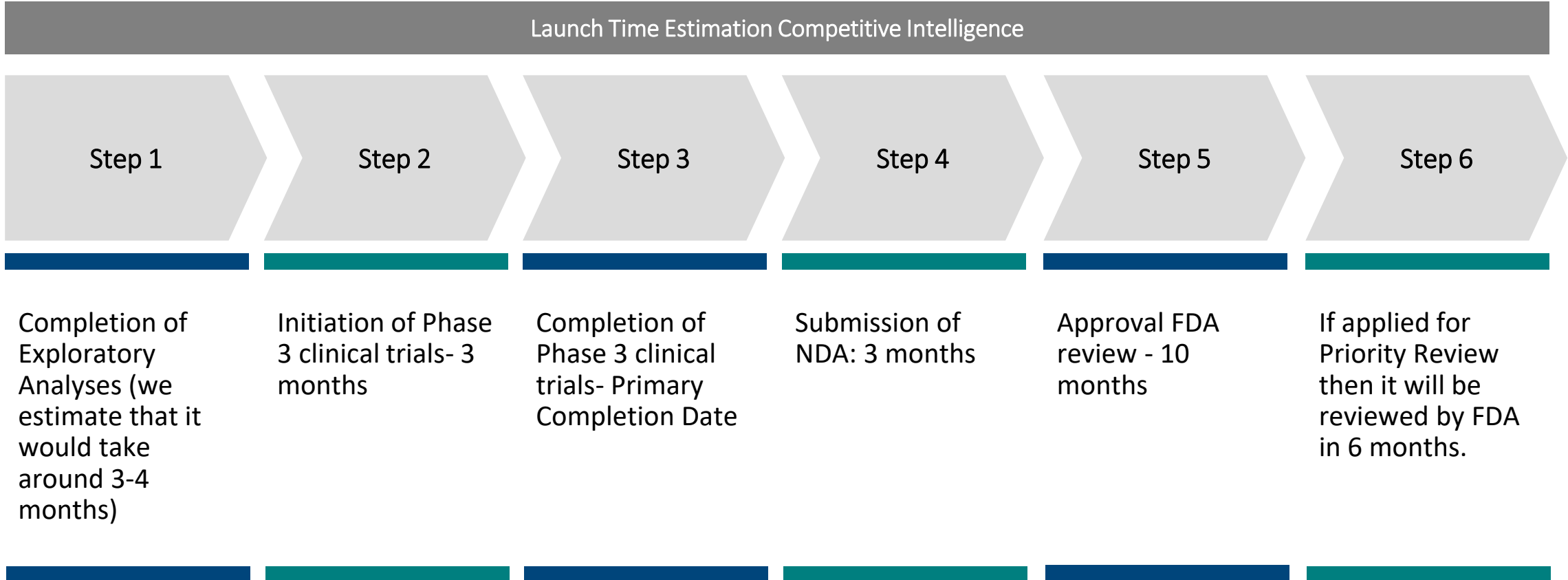


Business Development Growth

The biopharmaceutical industry struck a total of 596 major M&A deals over the last decade, with a collective \$1.6tn changing hands in these transactions

Forecasting

Forecasting- Approval Launch Time Estimation



Limitations and Recommendation



Limitations

There are few limitations for this acquisition of Product A, based on the financial report of Company X, the main investors have filed a lawsuit against Company X for providing statistically insignificant efficacy results of Clinical trials. This lawsuit could be a major red flag for this acquisition, as the Company Z need to keep track of the lawsuit before making any business development decisions.



Recommendations

Product A of Company X is an effective and efficient drug for acquisition by Company Z in non opioid pain analgesics market. Product A is a Phase 3 ready product approved for non-opioid pain analgesic for four major surgeries.

It is a promising drug provided with breakthrough and fast-track designation and New Molecular Entity (NME) having unique mechanism of action, provided by FDA. The Product A has high potential and has given good efficacy results in clinical trials.

Conclusion



Efficacy

- Based on the study we could conclude that, Product A of Company X is an effective and efficient product, with high efficacy results in clinical trials, it is a Phase 3 ready product which is estimated to launch by Q4-2026 (as per CI estimation).



New Molecular Entity

- It is a new molecular entity (NME) with unique mechanism of action as compared to marketed products. Looking at its benefits and Competitive intelligence tools it would be beneficial for Company Z to acquire this product in non-opioid pain analgesics treatment.



Pipeline and Inline Analysis

- Based on pipeline and inline analysis, Product A has competitive advantage in non-opioid pain analgesic market. To expand pipeline product portfolio business development and competitive intelligence plays a crucial role in making strategic business decisions.



Company and Product Overview

- It not only provides the overview of product and company, but also tracks the various factors that affect the product like competitors and market analysis. Competitive Intelligence provides insightful information to the organization which helps in making key decisions.

Thank You!