



# Competitive Intelligence on Therapeutic Area Level Analysis of Metabolic Disorders (NASH)

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|-----------------|---|
| <b>Client</b>   | A leading pharmaceutical manufacturer   |
| <b>Industry</b> | Pharma & Biotech                        |
| <b>Products</b> | Products in clinical development - NASH |


## Background

- The Client wanted to understand current clinical developments happening in chronic liver disorders domain such as Fibrosis and Non Alcoholic Fatty Liver Disease (NASH) to support its R&D functions in metabolic space

## Key Business Questions

- What is the overall opportunity for NASH among various liver disorders?
- How does competitors product perform across the benchmarking criteria?
- What are the accessible opportunities within each disease condition among provided list of indications?

## Engagement Scope

| 1 | Project Scope   | 2 | Geographical Scope  | 3 | Competitor Benchmarking & Landscape  |
|---|---|---|---|---|--|
|   | <p><b>TA level analysis</b></p> <ul style="list-style-type: none"> <li>▪ Overall opportunity space</li> </ul> <p><b>Indication level analysis</b></p> <ul style="list-style-type: none"> <li>▪ NASH</li> <li>▪ NAFLD</li> <li>▪ Simple Steatosis (SS)</li> <li>▪ Cirrhosis</li> </ul> |   | <p><b>Global</b></p>  |   | <p><b>Market Overview:</b></p> <ul style="list-style-type: none"> <li>▪ Aggregated list of front runners and watch list molecules</li> <li>▪ Overall asset attractiveness map of front runners</li> <li>▪ Overall asset attractiveness map of watch list molecules</li> </ul> <p><b>Indication level analysis:</b></p> <ul style="list-style-type: none"> <li>▪ Technical analysis of Clinical and Pre-clinical Molecules</li> <li>▪ Accessible Opportunities Dashboard</li> </ul> <p><b>Product Profiles:</b></p> <ul style="list-style-type: none"> <li>▪ Product profiles of shortlisted front runners</li> </ul> |

## Research Methodology

### Secondary Research

- Conducted desk research studying company website, annual reports, press releases, etc.
- PubMed, Medical Journals, Industry Reports, Patents
- Treatment Guidelines, Pulmonology Societies, Company websites, Regulatory & Reimbursement websites
- Clinical trial registries/databases, Research Networks (NASH CRN), Other databases such as SRTR, etc.

## Sample Analysis

1

### Target Profiling

2

### Pathophysiology and Indication Mapping

3

### Competitor Benchmarking & Landscape

4

### Key Finding and Conclusions



## Benefits to Client

- Insights in terms of current development trends and future pipeline outlook were leveraged by the client to channelize R&D efforts in developing specific treatments within the liver metabolism

# Thank you

## **North America**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA  
T: +1 212 835 1590

## **Europe**

328-334 Graadt van Roggenweg  
4th Floor, Utrecht, 3531 AH  
Netherlands  
T: +31 30 298 2108

## **United Kingdom**

5 Chancery Lane  
London EC4A 1BL  
United Kingdom  
T: +44 207 406 7548

## **Asia Pacific**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai – 400 710  
India  
T: +91 22 6772 5700