



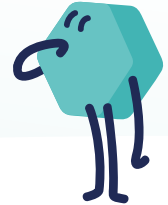
## Providing a Clear Path to Market

The complex, fragmented, months-long commercialization planning process can overwhelm early- to mid-stage biopharma companies.

“So overwhelming that I don’t know where to begin.”

“I spend most of my time cobbling together resources and consultants only to deliver a haphazard plan.”

“I can’t get out of the weeds – no time to strategize or lead my team.”



## Corval Knows. There Is a Better Way.

Our cloud-based platform can dramatically reduce the time, effort, and resources it takes to chart a clear path from clinic to market.



### Commercialization Center

A single workspace to collaborate on your roadmap and access a trove of commercialization knowledge to align your evolving team and guide your journey.



### Customized Commercialization Map

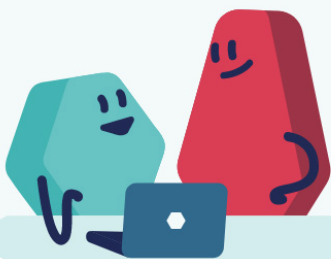
A detailed roadmap of your commercialization objectives and activities that adapts to information as you enter it into the platform.



### Budget & Resource Plan

A customized schedule of the resources and investments required to support map activities and achieve your organizational objectives.

Get a look inside on the next page →



## Experience Corval.

It's budget season! Corval is available for Early Adopters who are ready to kick off their commercialization plans.

Visit [corval.io](http://corval.io) to learn more or drop us a note at [info@corval.io](mailto:info@corval.io).

# Navigate the Commercialization Planning Process with Confidence

**Asset Strategy & Planning**

When you answer the questions in this category, Corval will recommend commercialization objectives for you. After you answer questions, click the "review objectives" button to see and select objectives.

**What type of therapeutic class is your technology?**  
Your team's assumptions about the novelty of your technology's therapeutic class.  Save

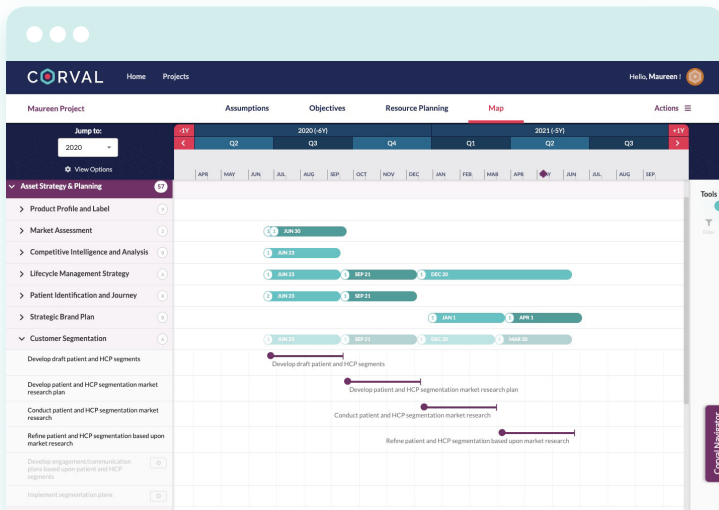
**Please specify the new class**  
Your team's assumptions about your technology's new therapeutic class.  Save

**Has a brand plan been developed yet?**  
Your team's assumptions about the development of a brand plan for the asset.  No  Yes Save

**Is there a draft target product profile/minimally acceptable profile (TPP/MAP) for this product?**  
Your team's assumptions about the development of a minimally acceptable profile or target product profile for your product.  No  Yes Save

## Commercialization Center

Drive visibility and team alignment on key assumptions and insights that define your strategy.



## Customized Commercialization Map

See all of your detailed activities and milestones leading to commercial success—organized by year and workstream.

**Budget Summary**

The dollars reflected here are industry estimates only and will vary based on geography, resources chosen, and company guidelines. [Learn more](#)

Expense By Category	2021	2022	2023	2024	2025
	Annual	Annual	Annual	Annual	Annual
Company Strategy & Planning	\$526,000	\$450,000	\$375,000	\$320,000	\$275,000
Asset Strategy & Planning	\$475,000	\$725,000	\$790,000	\$850,000	\$550,000
Medical & Scientific Affairs Development	\$775,000	\$1,100,000	\$1,430,000	\$2,020,000	\$2,750,000
Value & Market Access Development	\$225,000	\$693,000	\$780,000	\$1,150,000	\$1,860,000
Market Development & Planning	\$320,000	\$540,000	\$1,650,000	\$3,650,000	\$10,300,000
IT/Commercialization Systems & Analytic Development	\$286,000	\$400,000	\$750,000	\$1,270,000	\$2,110,000
Operations Planning	\$135,000	\$330,000	\$450,000	\$880,000	\$1,500,000
Field Resource Planning	—	—	\$210,000	\$475,000	\$1,370,000
<b>Fees</b>	\$2,142,000	\$4,238,000	\$6,435,000	\$10,615,000	\$20,715,000
<b>Hiring Cost</b>	\$6,083,200	\$6,685,700	\$7,487,600	\$12,477,600	\$23,521,600
<b>Subtotal</b>	\$8,825,200	\$10,923,700	\$13,922,600	\$23,092,600	\$44,236,600
<b>Totals</b>	\$8,825,200	\$10,923,700	\$13,922,600	\$23,092,600	\$44,236,600

## Budget & Resource Plan

Understand what it will take. Get talent recommendations and budget estimates based on your map activities.