

## Pre-Commercial Biopharma Sought Resource Planning and Team Alignment

*A pre-commercial biopharmaceutical company developing a small-molecule asset for use in oncology was in a late Phase 2 clinical trial and needed immediate assistance to build in-house expertise, accelerate critical business decisions, and set their commercialization journey into motion.*

### The Challenge

The biopharmaceutical company was in early stages of building out their commercialization team and, thus, had an immediate need to establish a baseline and shared organizational understanding of what commercialization meant for their team. Additionally, they were under a tight deadline to develop their commercialization plan. They also needed to prepare a budget inclusive of commercialization activities in time for an upcoming board meeting.

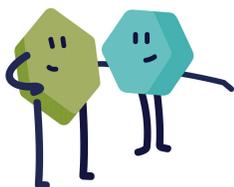
### The Approach

Corval and the biopharmaceutical company kicked off the project with a Commercialization 101 workshop for team members to level set on lexicons and overall process. This included guided learning and one-on-one coaching from Corval commercialization experts to ensure the customer's success in completing a commercialization roadmap with the companion budget and resource plan.

Subsequently, the company and Corval engaged in a working session to align on the key assumptions about their asset and determine where additional information was needed from other stakeholders within the company. The company was empowered to seek out this information and work in the platform independently to complete their project assumptions. Once complete, the Corval platform recommended a series of objectives designed to provide a strategic overview of what needs to be accomplish along the pathway to commercializing their asset. Finally, the Corval team guided the company through a working session where they were able to review and adjust the timing of those objectives and make critical decisions about their headcount and anticipated resource needs.

### The Impact

Corval enabled this new team to align on their understanding of the commercialization process and to develop their strategic roadmap with a budget and resource plan in just a few days. The platform and process accelerated this new team's ability to collaborate, communicate, and be board-presentation ready. Without Corval, it would have taken many months and cobbling together of external resources to reach this point. The team reported feeling organized, energized, and ready to execute on this customized roadmap designed to guide their commercialization journey.



For more information, please visit [Corval.io](https://corval.io) or email us at [info@corval.io](mailto:info@corval.io)

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