

Phase 1 Biopharma Needed to Quickly Develop and Coordinate on a Commercialization Roadmap

The Chief Executive Officer of a clinical-stage biopharmaceutical company developing a novel treatment had just hired a Chief Medical Officer, growing the company from two employees to three. The CEO, a firm believer in the importance of early commercialization planning, immediately recognized the value of Corval in developing the commercialization roadmap and aligning the team on strategic decisions, timing, and future resourcing needs.

The Challenge

Like many biopharma CEOs, this leader's time and bandwidth were constrained by a myriad of duties and obligations as well as limited FTEs. Having built a commercialization map and budget by hand via PowerPoint and Excel in the past, she was looking for a faster way. Once exposed to Corval, she immediately understood the value of the tool in terms of the completeness of the content and the efficiencies related to time. Her goal was to establish a baseline strategy for the newly formed team and establish forward momentum.

The Approach

The CEO readily embraced Corval's cloud-based platform and independently completed the assessments needed to produce the initial map within a couple of hours. She noted that the tool's intuitive user interface and educational components made the process extremely user-friendly. Once the new Chief Medical Officer was onboarded, the Corval team facilitated working sessions to validate the CEO's assumptions and customize the commercialization map to their unique set of circumstances. Outside of those facilitated sessions, the team worked independently in the platform to further refine the timing of their strategic objectives. Once the map was fully aligned to the team's needs, the customer collaborated with the Corval team to refine their hiring and resource plan.

The Impact

The process allowed the CEO to guide the newly formed team to align on key assumptions and have robust conversations around strategic decisions they would need to make in the years ahead. With alignment on assumptions, the timing of objectives, and the approach for resources and headcount ready and accessible, they were able to hit the ground running on their journey to commercialization with confidence and clarity. The company now has a completely customized multi-year commercialization roadmap that includes a timeline of all the critical activities and resources needed to get to launch.



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