

Pre-Commercial Biopharma Sought to Acquire a Late-Stage Pipeline Asset in Order to Build a Commercial Infrastructure in Support of Its First Product Launch

A pre-commercial biopharma company with a robust pipeline of rare disease assets—the majority in Phase 1 clinical trials—sought to establish a comprehensive commercialization infrastructure in preparation for their initial product launch. This foundation and framework were intended to support future commercialization of the company’s other pipeline assets and to maximize the value of each asset.

The Challenge

The early-stage biopharma company was actively exploring business development opportunities for assets that would allow them to come to market sooner than their current pipeline assets. They were in the final stages of negotiations and needed to understand what it would take to commercialize the asset, create a plan that instilled stakeholder confidence in their ability to successfully commercialize their first asset, and build an infrastructure to support future pipeline assets.

The Approach

A respected industry advisor referred Corval to the biopharma company. A demo of Corval’s strategic commercialization platform convinced the Head of Commercial Strategy that Corval was the solution to help them manage the daunting and complex process of commercialization planning and build the infrastructure they needed to realize the full value of their assets.

Corval and the company’s business development team kicked off the project to build a plan for the initial asset. Based on asset and company information, the Corval platform generated a detailed roadmap of the cross-functional objectives, activities, timing, and resources required for commercialization success—including detailed professional fees and headcount with role definitions and salary ranges.

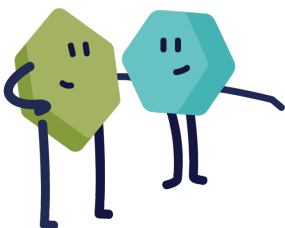
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The Approach (continued)

Corval's commercialization expert delivered a strategic overview of the commercialization map and budget with the company's team. Additional adjustments were made based on the specific therapeutic area, market landscape, and company initiatives. The result was a thorough and inclusive multi-year plan outlining every step of their asset's path to market that the company presented to their investors and stakeholders.

The Impact

After working with Corval, the company gained the knowledge of what to do, when to do it, what it will take. They had in hand the custom commercialization roadmap and a budget and hiring plan necessary to successfully commercialize the product. This plan not only set the stage for their business development negotiations but provided the company's board of directors with the confidence, clarity, and credibility that the team had a thorough strategy in place. The company was now fully prepared to establish a commercial organization in support of both their initial product launch and future launches of pipeline assets. Additionally, this comprehensive information was critical to potentially securing funding from external investors.



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