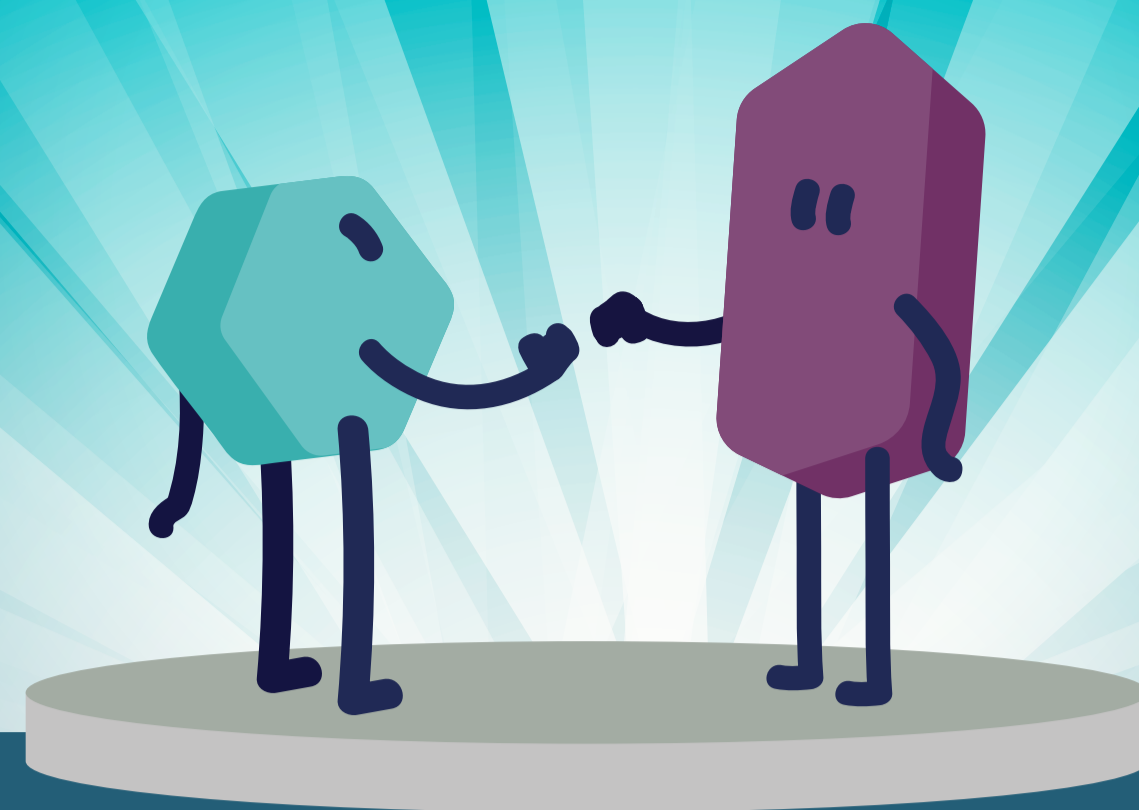


# You Have One Opportunity to Launch Your Asset



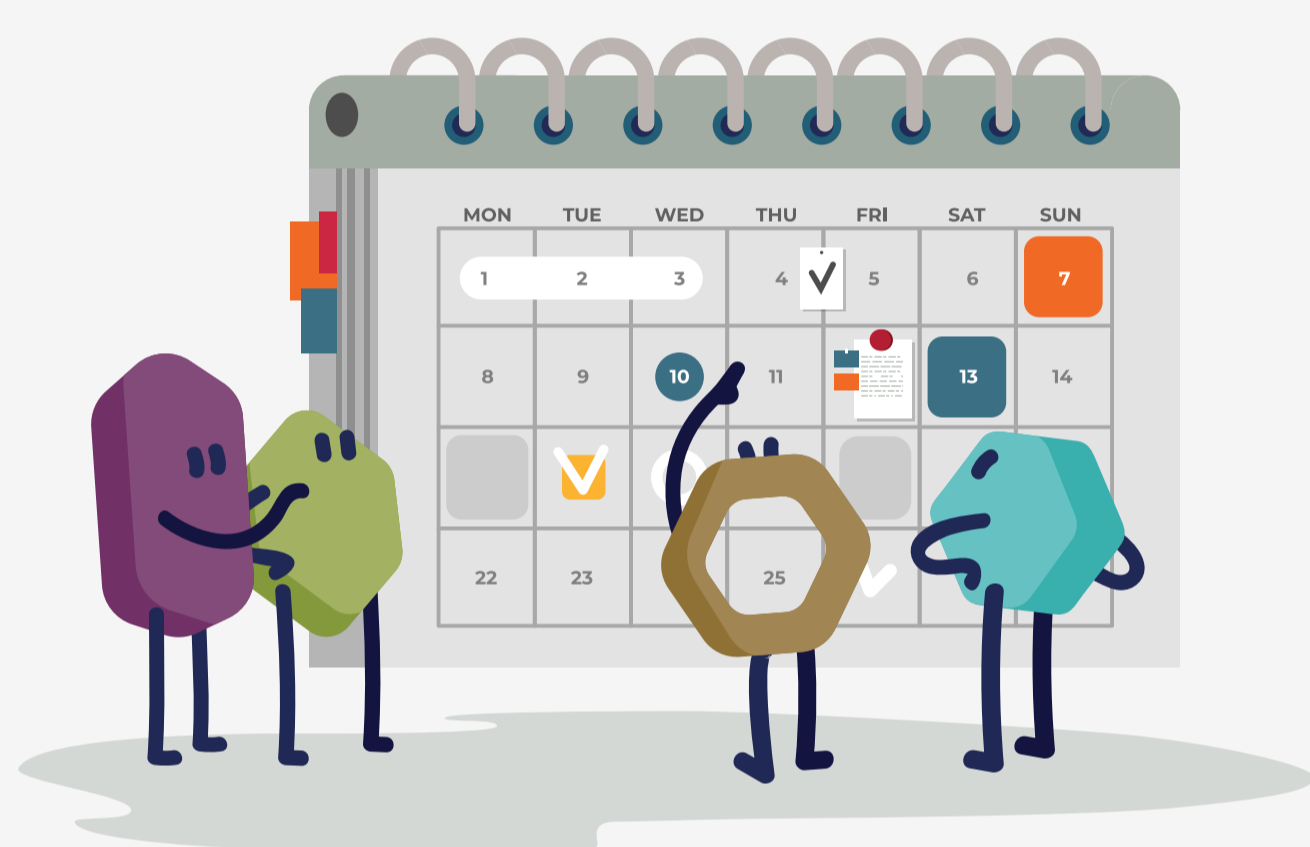
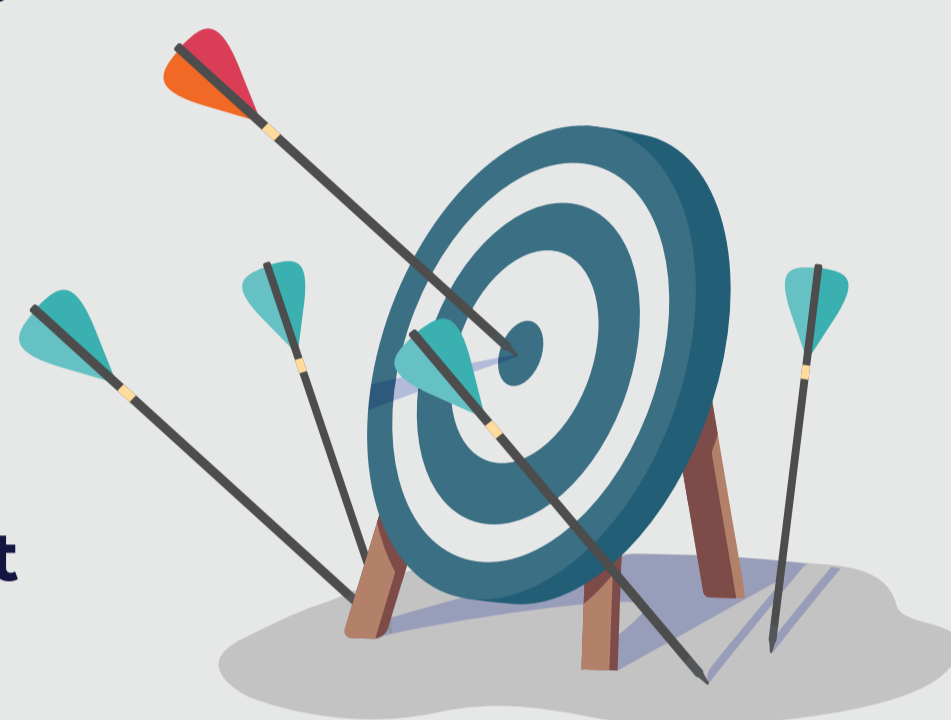
Because You Never Get a Second Chance to Make a First Impression

A successful launch—one that maximizes the long-term value of your asset—is critically dependent upon early, strategic commercialization planning.

During their first year of launch,

# 36%

of drugs underperform by **failing to meet market expectations\***

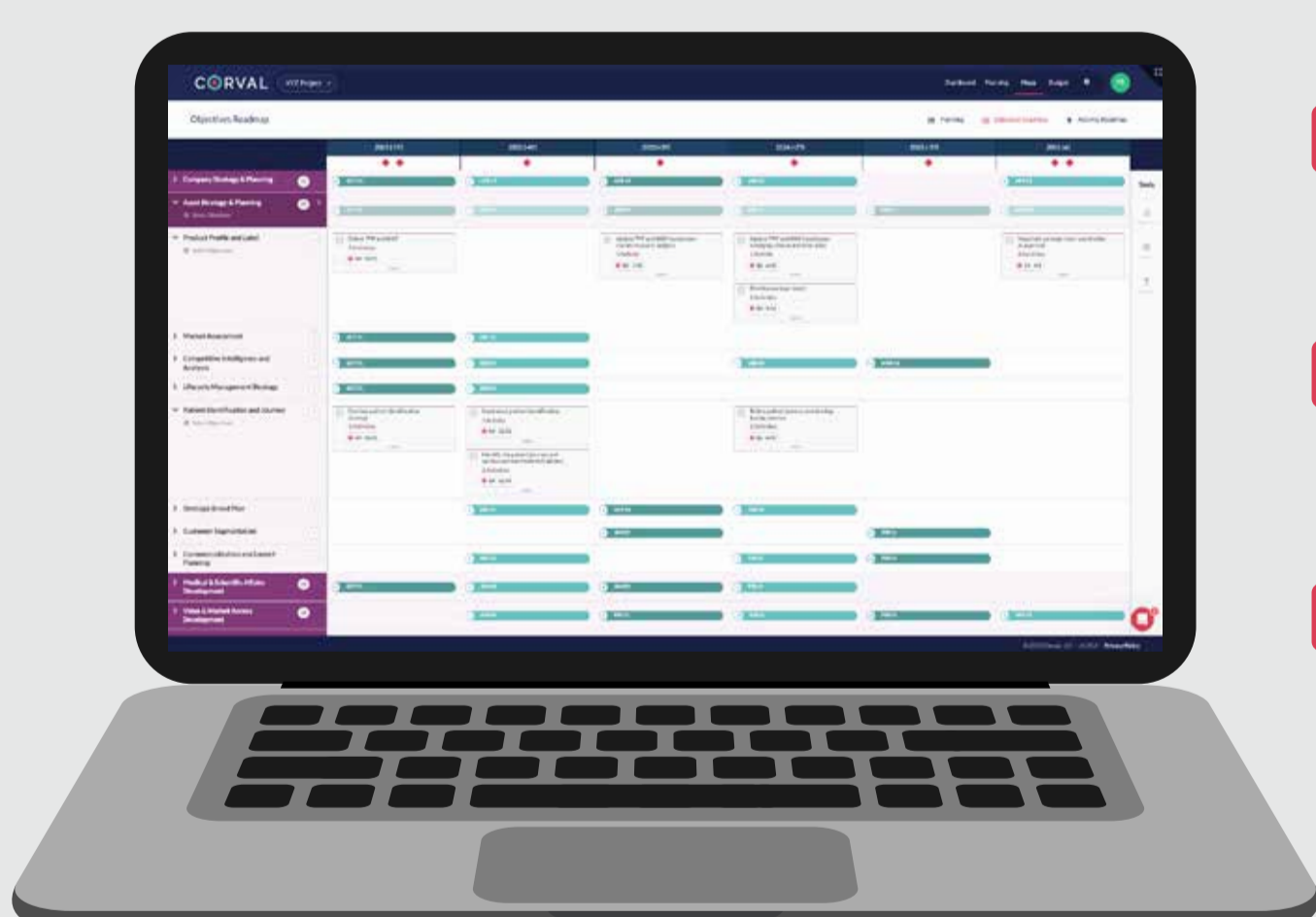


# 70%

also missed their forecasts in year 2 and year 3, respectively.

Start Early—Strategic Commercialization Planning is Critical!

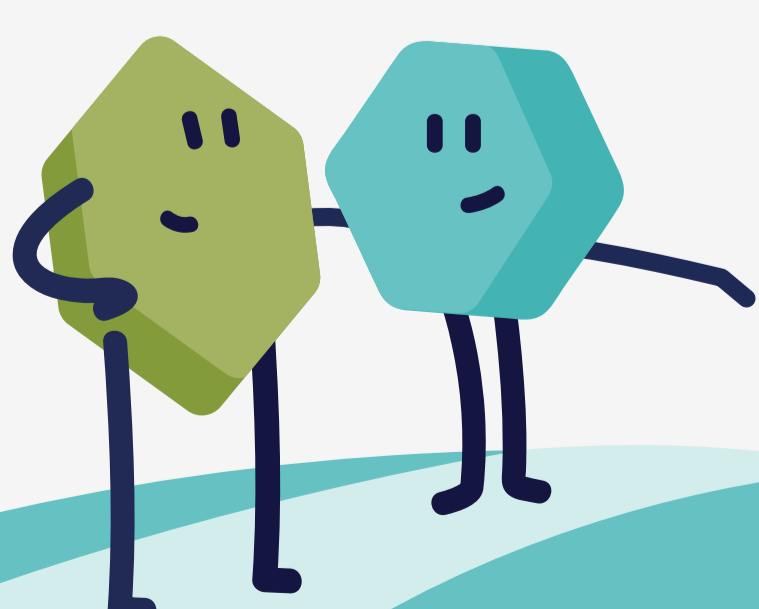
Bring your asset to life with the only intelligent software platform that offers a fast, efficient, and critical early start on commercialization planning.



- Does your company have a detailed 3- to 5-year roadmap that outlines every step of your asset's path to market?
- Can you visualize all the **strategic objectives** and **cross-functional activities**—organized by year and workstream?
- Do you understand **what it will take** with an **itemized headcount** and **operational budget**?

Reach out to our commercialization experts to see how Corval can help set your asset up for maximum value and long-term success.

[Request a Free Demo](#)



**CORVAL**  
Bring Your Asset to Life