Commercial due diligence to inform a ‘go / no-go’ decision on a European diagnostic and antibody developer in the neurodegenerative disease space for Alzheimer’s and Parkinson’s

Client Challenge

The client, a large US-based life sciences company providing diagnostic (Dx) products, services, and lab solutions was exploring the potential acquisition of a diagnostic test and antibody developer for neurodegenerative diseases that one of the client’s business units had a previous commercial relationship with. The client needed to validate the investment thesis around the future clinical market potential of such tests and antibodies as well as determining whether vertically integrating the target or maintaining the existing commercial relationship was the appropriate decision

Project Phases

Developed robust framework for answering key questions underpinning investment thesis which included exploring Target’s products and services with respect to clinical utility, utility in drug development, competitive dynamics, and payer environment

Launched multi-stakeholder primary research campaign (neurologists & neuropsychologists, pathologists, payers, biopharmas, and in-vitro diagnostic companies) and secondary research to gather data, analyze, and synthesize

Developed a robust view of key end markets and segmentation including a breakdown of the immuno-neuro Dx market by disease area (Alzheimer’s & Parkinson’s) by use-case (screening, dx / Tx selection, monitoring) by end market (clinicians, biopharma / clinical trials)

Conducted scenario analysis when sizing the markets based on several therapeutic landscape scenarios that would have a significant impact on the magnitude of the market

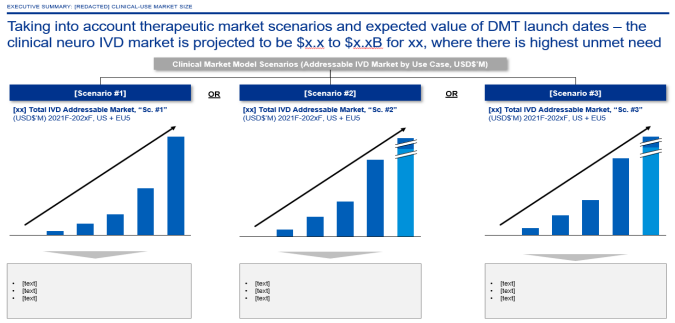
Outcome For The Client

A clear view into the various market opportunities and segments as well as the likelihood and impact of therapeutic scenarios on their respective outlooks

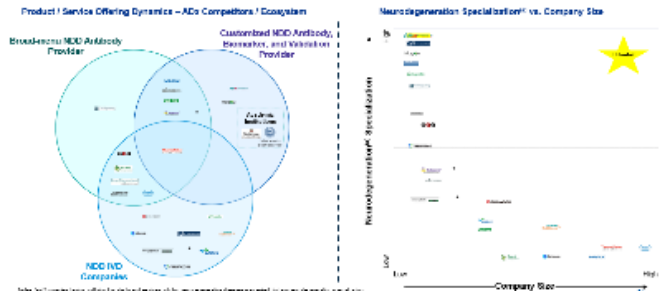
A view into neurodegenerative disease competitive environment and product / service footprint spanning menu breadth of antibody providers and IVD providers

Sensitivity analysis around costs to develop an IVD using Target’s technology and probability adjusted market share in biopharma and clinical markets needed to recoup investment

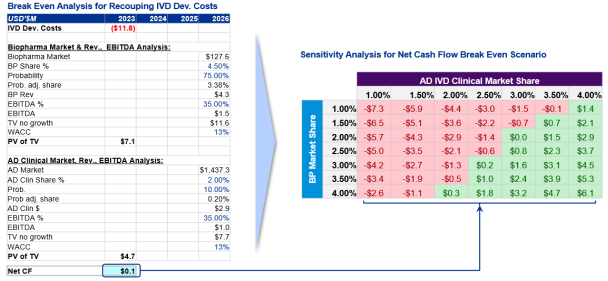
Market Modeling and Scenario Analysis



Competitive Landscape



Investment Sensitivity Analysis



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