

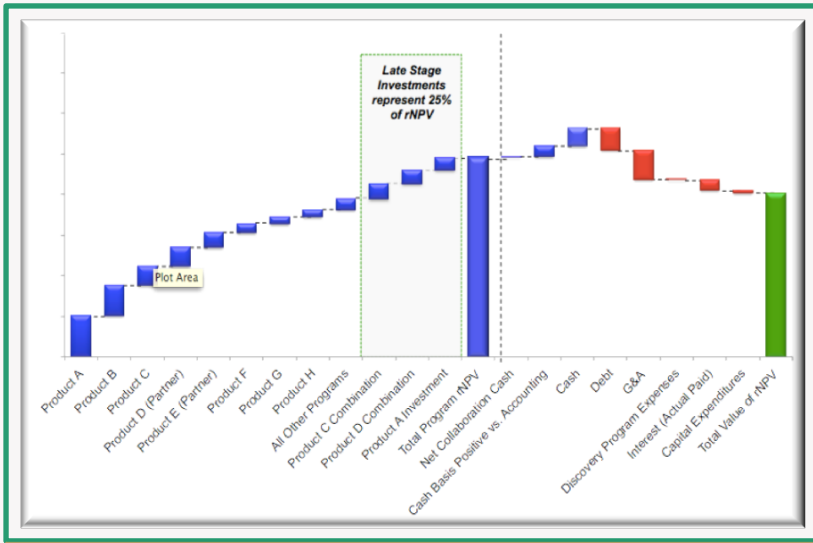
Case Study: Portfolio Prioritization

Unlock Value In the Pipeline

Highlights

- Biotech C-level strategic insight
- Portfolio prioritization
- Commercial insights for pipeline
- Quantitative rNPV approach

Example: Prioritizing Assets within the Enterprise



SITUATION

A new CEO at a development-stage biotech company with market capitalization of \$300-\$400 M needed to make strategic decisions about which of 10+ early stage portfolio products to develop. At the time, the company had the opportunity to move up to three products into pivotal trials, and the CEO wanted an independent judgment on what funding decisions the organization could make.

ARTISAN APPROACH

Artisan conducted an impartial, objective evaluation of the clinical pipeline's development costs, risks, and commercial opportunity, with the objective of crafting a strategy to transform the company from development to commercial stage within four years.

- We worked closely with the CFO to build a full, sophisticated portfolio prioritization model to decide which pipeline products to fund first.
- Detailed discussions were held with each clinical product lead, through which commercial insight and refined development and risk assumptions were provided.
- We created independent forecasts and risk-adjusted NPVs to determine the individual worth of each product.

RESULTS

The Board of Directors approved the proposed strategy that Artisan helped to develop. During the 12 months following the project, the company market capitalization increased 80% as they advanced two products to pivotal trials and raised additional funds. 5 years later, market cap has increased 390%.

Customized Strategy

Successful Board Buy-In

80% Market Cap Growth