

Case Study: Business Development

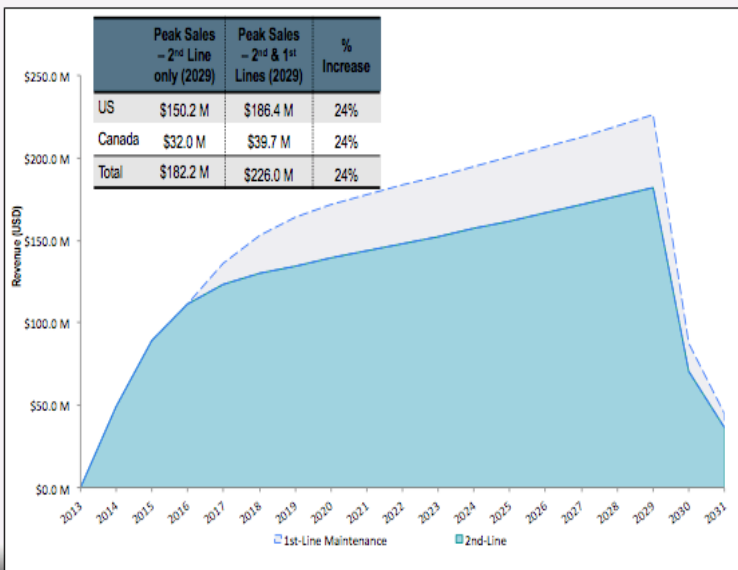
Short Turnaround Screening and Analysis

Highlights

- 1 week initial review of BD opportunity
- Deliverables include a revenue forecast, sensitivities, and key questions to raise with potential partner
- Allows BD team to focus on most promising deals

Example: Topline revenue forecast with scenarios

Further Potential with 1st Line Maintenance Indication
US and Canada Combined Sales, by Line



SITUATION

The head of BD&L at a medium-size pharma company was facing a near-impossible task. The CEO had stated that acquiring 1-2 “synergistic” companies were a core company strategy and these acquisitions should occur in the next year. Since then, multiple opportunities per month had been coming through the door and the small BD&L team was completely overwhelmed.

Artisan was asked to help with initial screening of these companies, providing an annual revenue forecast (with sensitivities) together with key questions and issues to raise in the next stage of diligence.

ARTISAN APPROACH

With only a week to review each incoming opportunity, Artisan assembled a team to quickly review the data provided by the target company. From the review emerged a list of key data to validate, questions to raise with the target company and key stakeholders, and underlying information needed to inform high-level market assessments and forecast assumptions.

Artisan then quickly initiated the secondary and primary research required, with interim findings and early hypotheses shared with the client on day 3. The forecast was then finalized, along with a list of questions for the client to probe on, key assumptions, and show-stoppers to watch out for.

After the first draft of assessment findings were presented to the client on day 4, Artisan would incorporate feedback from the client, prepare a sensitivity analysis, and provide a final deck with recommendations on day 5

RESULTS

Adding Artisan to the process greatly alleviated the burden on the head of BD&L. With the initial assessment being handled by others, he was able to focus on only the most promising opportunities and was successful presenting multiple options to senior management that closely aligned with the corporate strategy.