



IP PRAGMATICS

# Competitive intelligence and business development support

## Background:

IP Pragmatics worked with a speciality pharma company to provide competitive intelligence and business development support for a specific application of its novel drug delivery platform technology in the diabetes market. The Board of this SME was keen to characterise this market opportunity and identify partnering options with respect to product development.

## Objectives:

**The SME wanted a comprehensive strategic analysis that included:**

- Market Assessment – Market Size, Geography, Key Drivers, Positive and Negative Market Trends
- Competitive &/or Partnering Landscape – key companies to consider as potential partners or competitors in the market, generics competitors, pricing considerations.
- Evaluation of key players
- Evaluation of in-house development

## Result:

A high-level document providing a realistic overview of the opportunity and relevant strategic considerations was submitted to the Board for review. A series of next steps were discussed with the SME and were taken to realise the specific market application of the drug delivery platform technology.

## Approach:

IP Pragmatics, along with its industry experience, utilised a combination of desk research (i.e. public records, news reports, subscription competitive intelligence tools, subscription patent searching & mapping tool) and continual dialogue with relevant stakeholders within the SME's Board including the CEO and Business Development Director to create a relevant and practical strategy document.