

**PFIZER- ?
SARS-COV-2 VACCINE**

Can you fill the blank?

35 people who were administered the Pfizer Vaccine were asked the above question.

I conducted a small research within my family and friends circle residing in Dubai, India, Prague, USA, and Canada who were from different professional backgrounds and ages.



PFIZER-BIONTECH SARS-COV-2 VACCINE

1 out of 35

Yes, that's right

The Result:

Most said Pfizer developed the vaccine
Proud of my dad who got the answer correct



⚠ About

The BioNTech, Pfizer vaccine is a vaccine that aims to protect against COVID-19.

Manufacturer/developer: BioNTech, Fosun Pharma, Pfizer

Research name: BNT162b2

Vaccine type: RNA

Administration method: Intramuscular injection



KIRTI RANKAWAT

BioNTech SE

Leading Engineers in mRNA Technology



Founders

Medical visionaries



A professional portrait of two individuals, Ugur Sahin and Ozlem Tureci, standing side-by-side against a solid orange background. Ugur Sahin, on the left, is a middle-aged man with dark hair, wearing a light blue button-down shirt. Ozlem Tureci, on the right, is a woman with dark, curly hair and glasses, wearing a red blazer over a white polka-dot blouse. The image is framed by decorative elements: stylized red and dark blue leaves in the foreground corners, and a blue horizontal bar at the bottom.

Ugur Sahin
Founder and CEO

Ozlem Tureci
Founder and CMO

Background

A husband-and-wife team

- 01 "We aspire to individualise cancer medicine"
- 02 Unique selling point- mRNA
- 03 Breakthrough in developing the first COVID vaccine
- 04 \$7 Billion to \$68 Billion in 2 years





Target Market & Consumers

BioNTech attracts

On a micro level:

Oncologists
Patients with rare/specific
illnesses

On a macro level:

Governments
Health Care Sector
NGO's

Market Analysis: Macro-Environment

Political analysis

- World Health Organisation
- Pressure on governments in respective countries

Social analysis

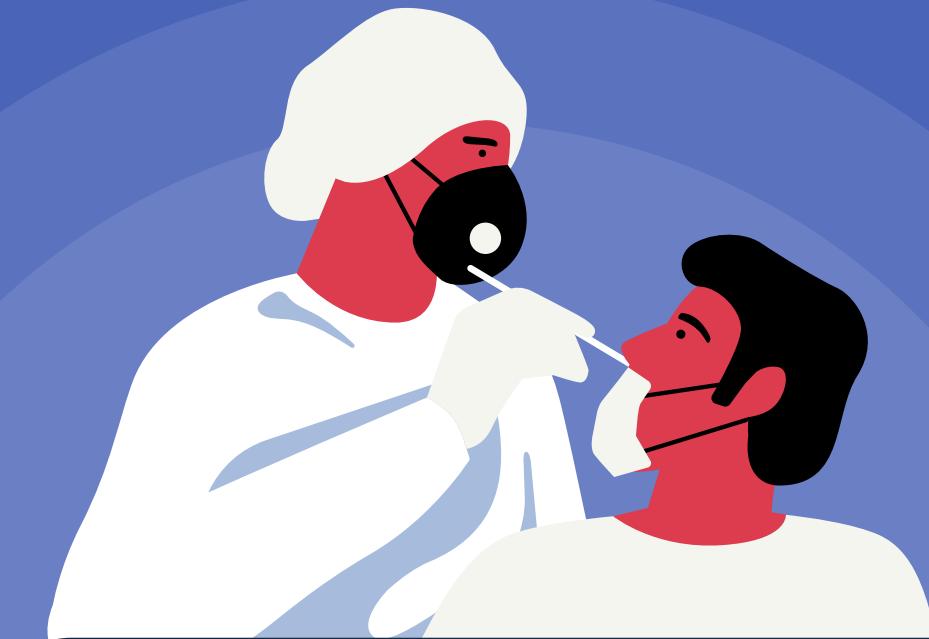
- Goodwill for Biotech industry
- Negative perception of getting vaccinated flooding social media

Environmental analysis

- Plastic waste/greenhouse gasses from mass production
- inefficient logistics

Technological analysis

- The use of artificial intelligence



Competitor Analysis



MODERNA

Market Cap: \$139 Billion

a biotechnology company, that focuses on the development of the mRNA technology and vaccines for the treatment of various diseases

moderna®

Gilead Sciences

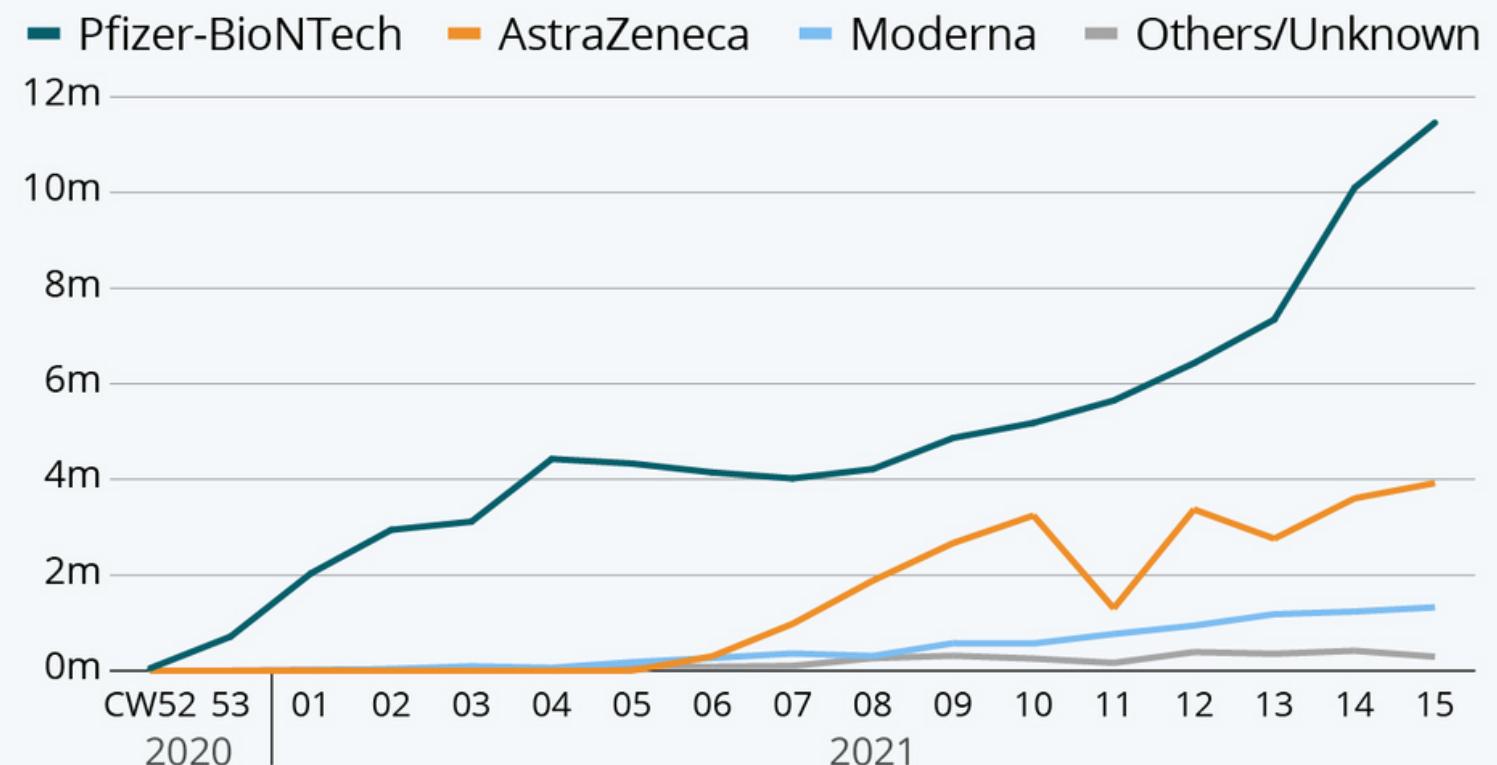
Market Cap: \$82.37 Billion

biopharmaceutical company headquartered that focuses on researching and developing antiviral drugs used in the treatment of HIV, hepatitis B, hepatitis C, and influenza

 GILEAD

Europe's Vaccine Rollout Relies Heavily on Pfizer/BioNTech

Weekly number of COVID-19 vaccine doses administered in EU/EEA countries, by vaccine brand

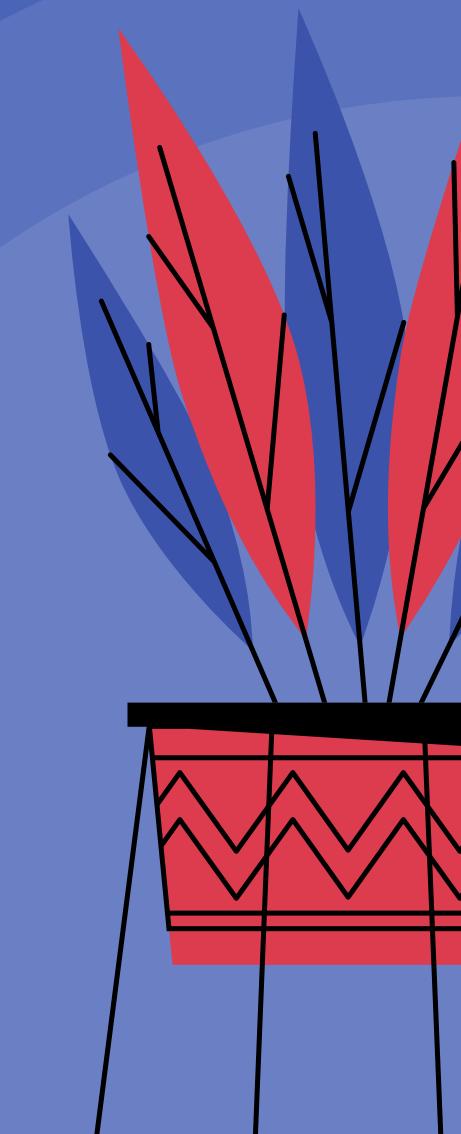


Based on data reported by 27 EU member states, Norway, Liechtenstein and Iceland.
CW15 ended April 18, 2021.

Source: European Centre for Disease Prevention and Control



statista



Stock Comparison

Name	Price	Price Change	Price Target Upside	Market Cap	Yearly Gain	Analyst Consensus
MRNA Moderna	\$345.92	-2.72 (-0.78%)	\$366.56 (5.97% Upside)	\$139.63B	404.69%	 Hold
GILD Gilead Sciences	\$67.41	1.51 (2.29%)	\$79.36 (17.73% Upside)	\$84.60B	16.93%	 Moderate Buy
BNTX BioNTech SE	\$295.41	5.93 (2.05%)	\$336.10 (13.77% Upside)	\$71.64B	231.90%	 Moderate Buy

Porter's 5 Forces



Bargaining Power of Suppliers

More suppliers than buyers
Low switching costs
No substitutes for the products

Threat of New Entrants

High capital requirements
Strong Product differentiation
Strict legal requirements

Rivalry Among Existing Firms

Growing industry
Exit barriers are high
High production

Bargaining Power of Buyers

Buyers have fewer firms to pick
Low income/ require better quality

Threat of Substitute Products or Services

Less substitutes and the ones that can be replaced are much more expensive

STRENGTHS

Collaboration with Pfizer
Long-term strategy in
cancer treatments
First to introduce covid
vaccine

OPPORTUNITIES

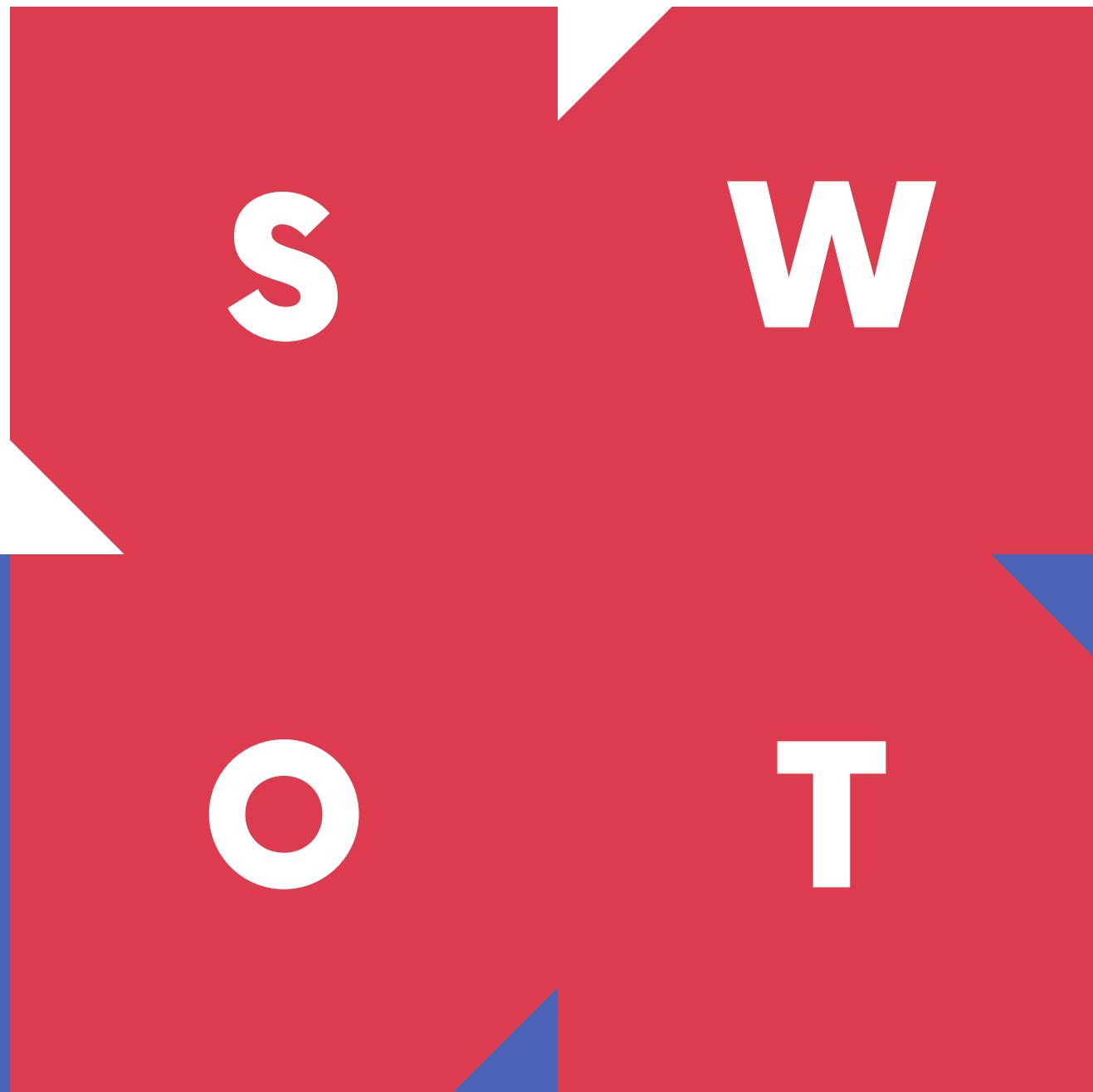
mRNA Tech has great
potential to be diversified
for multiple illnesses
Government Requirements

WEAKNESSES

Lack of marketing
No other large scale
commercialized product
other than the vaccine

THREATS

Export Barriers by EU
Competition for Vaccine
development



**Thank you for
listening!**

