Business development and licensing

- Indication and Asset Prioritization
- Forecasting and Valuation
- Target Product Profile (TPP) & Partnering Package Preparation
- Partner Identification and reach out

BD/Licensing

Strapline: Powering partnerships with data-driven deal insights.

i2e's BD & Licensing (BD&L) offerings help BD&L decision makers take the right decisions right from evaluating high-value licensing opportunities to identifying potential acquisition targets, conducting business and product due diligence.

Leveraging real-world data and predictive modeling, we quantify unmet needs to highlight indications with significant commercial potential. We forecast peak sales, develop pricing scenarios, and assess competitive dynamics to value assets and enhance deal structuring.

To articulate asset value, our analytics inform the development of compelling target product profiles and partnering materials, quantifying clinical differentiation and strategic market fit.

We identify optimal partners through proprietary company matching algorithms and payer/KOL sentiment analysis. Our data quantifies potential synergy based on portfolio fit, risk tolerance, and capabilities. Prioritized outreach is enabled through target company briefings with clinical, commercial, and deal rationale insights.

With our end-to-end solutions approach, BD teams can focus efforts on high-potential indications, assets, and partners to enhance pipeline expansion. We turn real-world evidence into actionable data to support evaluation, forecasting, packaging, outreach, and negotiations.

Indication and Asset Prioritization

Strapline: Strategic prioritization for high-value opportunities

The ability to separate the most promising prospects from other less favourable ones is a key competitive edge. i2e helps align asset prioritization with core organizational capabilities, organizational risk tolerance, alignment with complimentary assets, guided by optimizing for higher probability of success.

We enable BD&L teams to identify, evaluate, and prioritize the most promising indications and assets to license or acquire.

Prioritization: Identification of high-lifecycle value candidates, analysis of clinical and commercial viability through meta analysis, modeling, and simulation. Our approach quantifies potential value considering development costs, regulatory risks, reimbursement exposure, and competitive landscape evolution.

Positioning: We help you develop and communicate compelling clinical differentiation and commercial analytics to maximize deal value. Our domain experts and proprietary algorithms also inform target pricing scenarios and design of value-based contracts.

Selection: BD teams can zero in on the right indications and assets to expand pipelines and portfolios. We turn real-world evidence into actionable insights, forecasts, and risk analyses that objectively prioritize opportunities. This enhances deal sourcing and evaluation while optimizing capital allocation.

Forecasting and valuation

Strapline: Navigating deals with precision forecasting and valuation.

BD&L teams need to accurately value assets and forecast potential returns to strengthen their negotiating positions and improve chances of deal-making success. Our solutions leverage real-world data, predictive analytics, and financial modeling to provide data-driven forecasts and valuations.

We quantify addressable patient populations and market access dynamics to forecast peak year sales and revenue potential for pipeline assets or external opportunities. Our models factor in competitive forces, clinical meaningfulness, payer coverage, and other variables to build validated projections. Scenario analysis identifies upside and downside risks to inform risk-adjusted valuations.

Equipped with our quantified forecasts and valuations, BD&L teams can optimize deal structuring with milestones, royalties, and other terms aligned to asset value. We provide actionable insights into pricing scenarios, growth factors, and exclusivity benefits to inform decision making. Ongoing tracking helps monitor asset performance post-deal.

Opportunity Sizing: Leveraging real-world epidemiology data, clinical guidelines, and treatment trends, we accurately quantify addressable patient populations to establish the revenue potential associated with pipeline assets or external opportunities. Our detailed opportunity sizing analysis provides a strategic perspective on peak market size.

Forecasting Models: We build customized predictive models leveraging advanced analytics to forecast product uptake, adoption curves, peak year sales, and long-term projections. Our forecasting helps to quantify revenue potential based on competitive dynamics, market access, differentiating features, and other variables.

Scenario Analysis: We conduct scenario analyses to stress test key assumptions and provide risk-adjusted forecasts reflecting a range of outcomes. By quantifying upside potential and downside risks, we provide BD&L teams with the full spectrum of possibilities to inform valuation.

Valuation Advisory: Based on our opportunity sizing, forecast models, and scenario planning, we derive data-driven valuations reflecting real-world potential. We advise on optimal deal structures and terms such as milestones, royalty rates, and exclusivity considerations to maximize asset value.

Target Product Profile (TPP) & Partnering Package Preparation

Strapline: Positioning you for deal success

An integrated and cross-functionally developed Target Product Profile (TPP) facilitates strategic product go/no-go decision making along the development pathway at the different stage gates, minimizes risk, and improves contingency planning. Our TPP offering enables business development teams to optimize TPPs to articulate clinical value, enhance asset positioning, and align to strategic needs.

Evaluation: Leveraging real-world data on disease burden, treatment dynamics, and unmet needs, we identify differentiated clinical endpoints and study designs to highlight your asset's advantages. Analyzing prescriber, patient, and payer perspectives, we define a minimum viable product profile and commercial recommendations to convey market attractiveness.

Preparation: Modeling and forecasting of the competitive landscape informs required features to support favorable access and adoption. By quantifying the incremental value of potential indications, we advise expansion opportunities beyond initial targets.

Presentation: With our data-driven approach to TPP development, you can precisely convey the clinical and commercial potential of assets to potential partners or acquirers. We help you to align proposed targets to corporate strategy while strengthening negotiating leverage. Our insights de-risk asset evaluation while speaking directly to stakeholder needs and constraints. Let our analytics inform compelling, optimized TPPs that position you for deal success.

Partner identification and reach out

Strapline: Discover strategic partnerships that accelerate growth

Selecting the right partners is critical for pharma business development and licensing teams seeking to drive pipeline growth through value-creating deals. However, with multiple influencing variables externally and internally, it is challenging to identify the ideal targets with the highest strategic fit and shared value potential. Accelerated deadlines further complicate partner prioritization before outreach.

Partnerships founded on robust target evaluation and strategic alignment far outperform those without. Deals with incompatible partners face higher risks of delayed milestones, disputes over rights, and other obstacles that diminish return on investment. Prioritizing partners with complementary portfolios and capabilities, as well as organizational alignment on issues like risk appetite and valuation, sets up collaborations for mutual success.

Given limited resources, BD&L teams must optimize their partner targeting to engage the prospects with the greatest likelihood of deal completion on favorable terms. By leveraging data-driven solutions to systematically identify and profile potential partners, life sciences organizations can enhance alignment, efficiency, and returns across their deal-making activities.

Identification: Drive partner identification and strategic outreach through efforts mapped to pipeline expansion. Leverage real-world data and predictive analytics to prioritize the most promising targets with strong portfolio fit, organizational alignment, and mutual value potential.

Outreach: Proprietary algorithms and statistical models profile prospective partners based on deal history, risk tolerance, motivations, and other factors to inform tailored messaging. We develop data-driven target company briefings that resonate with specific partner needs and constraints, conveying the clinical, commercial, and strategic rationale for partnership.

Engagement: Ongoing tracking of engagement levels and sentiment analysis enables agile follow-up and negotiations. With our specialized support, BD&L teams can focus efforts on the highest potential partners, armed with data-driven insights to communicate shared value and advance discussions.

We empower focused partnership outreach and tailored engagement using real-world evidence and analytics. Our solutions enhance deal sourcing, evaluation, and strategic relationship-building to fuel long-term pipeline growth through value-creating collaborations.