



Leading for Growth

Team Winners

TEAM NAME

3

TEAM #

Round 1



Strategy made personal

Decisions



Product Development



Go to Market



Bulls Eye



Forecast



Process



Service Delivery



People



Region 2 Decisions



Strategic Initiatives

Actions



Save Tool



Export Financial
Decisions



Import
Balances



Turn on
Comments



Turn Off
Comments

Reports



Profit & Loss



Decision Summary

PROGRAM NAME: DE-126



Dashboard

EPV	\$228M	NPV	\$544M
Launch Date	2021	Peak Sales	\$127M
R&D Cost	\$150M		

Scenario 1 - Base Case

Scenario 2 - Best Case

Scenario 3 - Worst Case



DEVELOPMENT PLAN

R0 / R1 / R2

P1

P2

P3

Additional Biomarker & Diagnostic

\$2M

Formulation Administration

Subcutaneous

Trial Size (Number of Patients)

25

250

1500

Change in Trial Duration

+ 6 months

- 6 months

0 months

Multinational Trials

Local

Local

Additional Indications Study

Yes

Phase IIb Study

+ Competitive

Drug Delivery Frequency

Medium

of Primary Endpoints Met

2

of Secondary Endpoints Met

3

Comparator Type

Active

Regulatory Success

90%

PTS

58%

43%

50%

40%

Time Required (Years)

0.25

0.5

2

3

R&D Cost (\$M)

3.0

8.0

35.0

80.0

FTEs Cost (\$M)

0.5

2.0

3.0

5.0

Notes:

Cumulative POS: 37%

Expected Launch Date: 2021

Total R&D Expense: \$126M

Total FTE Expense: \$10M



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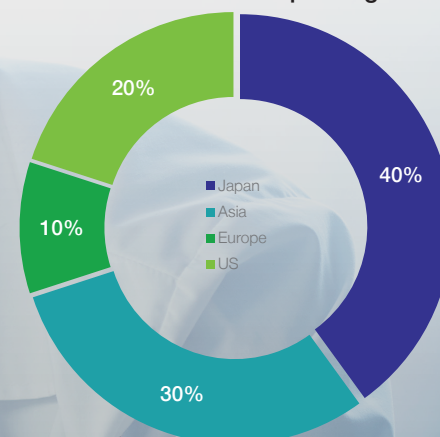


★ BUSINESS VALUATION

REGIONAL DECISIONS

	Japan	Asia	Europe	US
Enter Region	<input type="checkbox"/> Check	<input type="checkbox"/> Check	<input type="checkbox"/> Check	<input type="checkbox"/> Check
Addressable Patient Population (000)	◀ 240 ▶	◀ 150 ▶	◀ 50 ▶	◀ 75 ▶
Peak Market Share	15%	10%	9%	8%
\$ Price / Patient / Year	300	1000	500	2000
S&M % of Revenue	◀ 12% ▶	◀ 9% ▶	◀ 8% ▶	◀ 15% ▶

Revenue Forecast per Region



GLOBAL DECISIONS

Average Penetration / Uptake Rate	◀ 20% ▶	Royalty	12%
Average Patient Compliance Rate	◀ 75% ▶	Discount Rate - EPV	6%
Discount / Rebate %	◀ 3% ▶	Discount Rate - NPV	12%
\$ Average COGS / Patient / Year	◀ 100 ▶		

Notes: