

# Project Beacon: Accelerating Maritime Launch Excellence via Early Adopter Analytics

Moving from Descriptive Analytics to  
Prescriptive Launch Intelligence.

Commercial Strategy & AI Capability

# Predicting the Future of the \$250B+ Obesity Market

## The Opportunity



Amgen is entering a crowded, high-stakes obesity market projected to exceed \$250B. Success for Maritide is not just about volume; it is about precision—identifying the right first movers.

## The Challenge



Traditional targeting (deciles) is failing. High prescribers of current injectables may not be the early adopters of next-generation orals or monthly injectables. The market is distorted by shortages and payer dynamics.

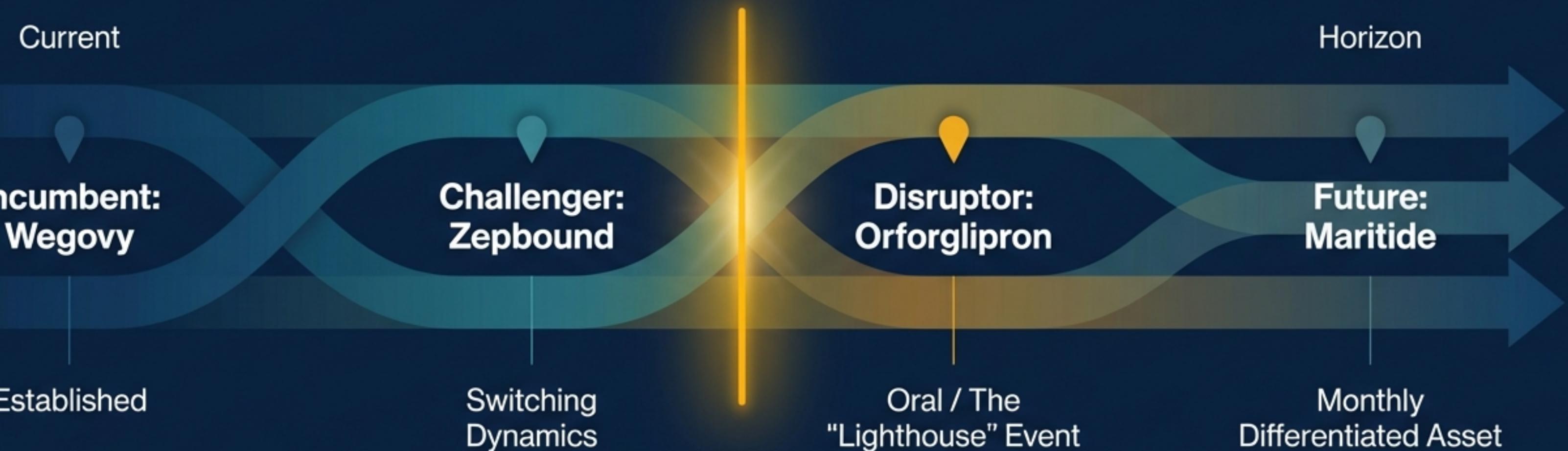
## The Solution



We will treat the upcoming competitor launch (Orforglipron) as a "Lighthouse" event. By successfully predicting adopters of this 2026 oral launch using AI, we calibrate a targeting engine specifically for Maritide.

**Targeting ~60% predictive accuracy pre-launch, improving to 70-80% with recalibration.**

# 2026 is a Transition Year Defined by Congestion and New Form Factors



## Shortages & Supply Chain

Forcing artificial substitution behaviours

## Payer Flux

Coverage changes creating "false negatives" in adoption data

## Form Factor Shift

Introduction of orals changes prescriber profile from "proceduralist" to "convenience-focused"

# Simulation Strategy: We Will Pretend to be the Manufacturer of the Next Launch



Step 1



**Build Model**

Predict oral adopters using historical injectable data and patient phenotyping.

Step 2



**Observe**

Watch the real-world uptake of Orforglipron in 2026.

Step 3



**Validate & Learn**

Compare predictions to actuals to refine the algorithm for Maritide.

*Validating our predictive power on their launch to ensure perfection for ours.*

# The Three-Model Framework: Capturing Distinct Behavioural Signals

## Category Creation (The Wegovy Analog)

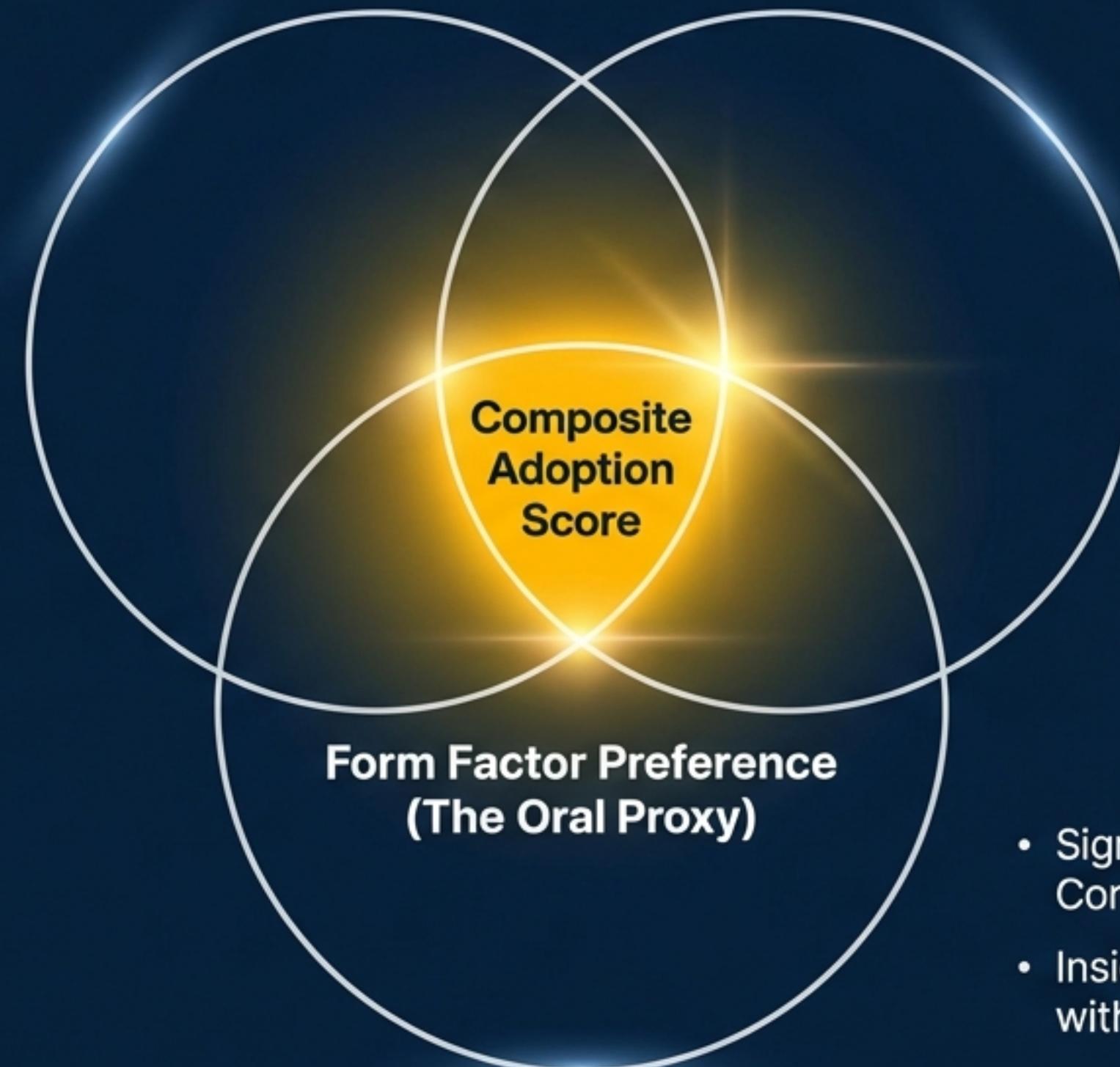
- Signal: Predicting Innovation-Forward HCPs
- Insight: Who adopts early under clinical uncertainty? Who follows KOLs?

## Switching Behaviour (The Zepbound Analog)

- Signal: Predicting Churn & Upgrade Seekers
- Insight: Who actively migrates patients to superior efficacy?

## Form Factor Preference (The Oral Proxy)

- Signal: Predicting Convenience-Driven Adoption
- Insight: Who treats patients with 'injection fatigue'?

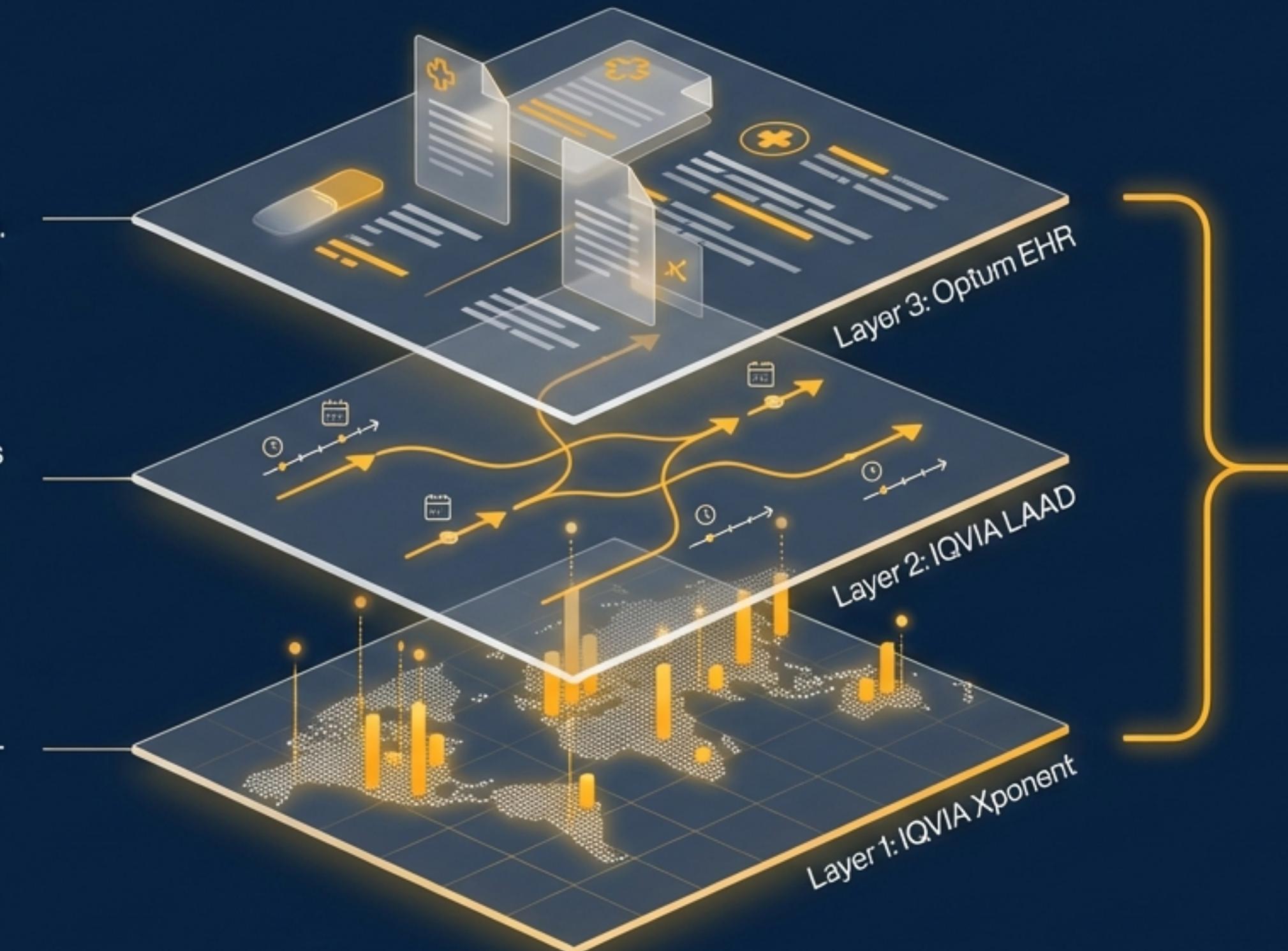


# Triangulating Data to Reveal Clinical Motivation

**The Motivation.** Unstructured clinical notes & biological markers.  
Answers: "Does the patient desire a pill? Is there injection anxiety?"

**The Journey.** Longitudinal Access and Adjudication.  
Answers: "Is persistence real, or driven by payer coverage and supply shocks?"

**The Volume.** Localised, physician-level prescribing trends.  
Answers: "Given the opportunity, does this HCP act quickly?"



# From Patient Discovery to Commercial Opportunity Prediction

"Revenue Acceleration,  
not academic perfection."



Quantify addressable patients (BMI >30, Comorbidities).

Identify where Maritide fits in current failures/switch points.

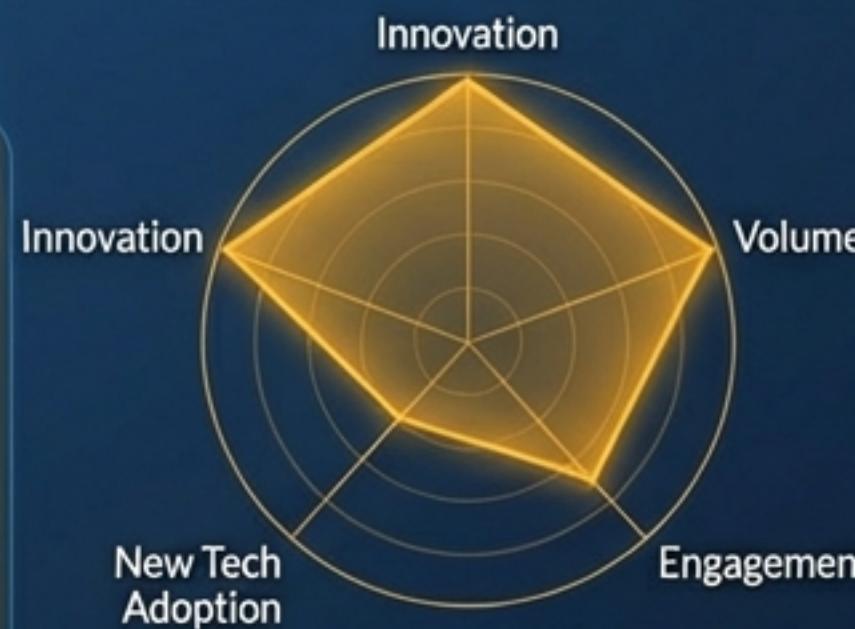
Segment physicians by adoption typology (Early vs. Laggard).

Produce a ranked target list with a 'Why Now' rationale.

Link patient demand (Optum) to prescriber supply (Xponent).

# Beyond Deciles: Behavioural Segmentation for Tailored Engagement

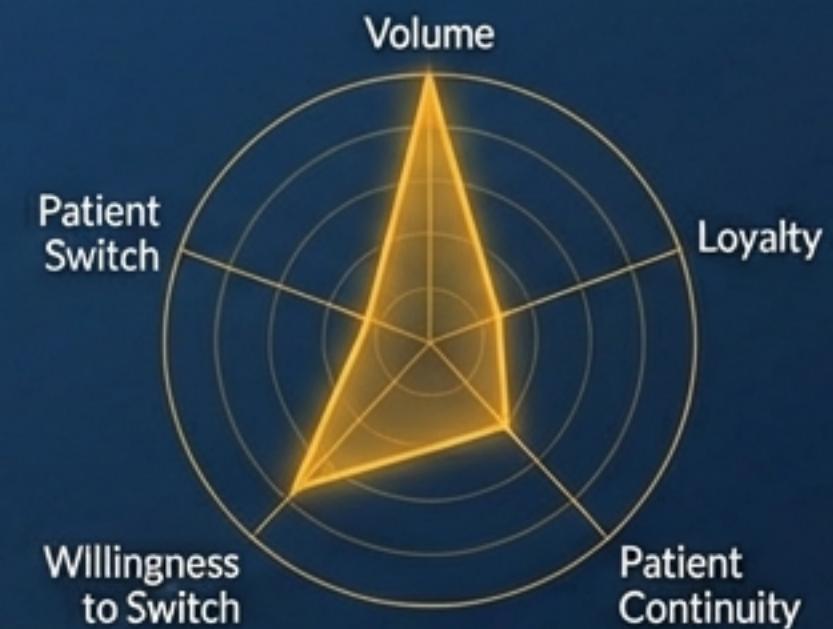
## Tier 1: The Early Catalysts



**Profile:** High volume + Innovation seekers. Fast to adopt new tech.

**Strategy:** Target for early access programmes, speaker roles, clinical trial data.

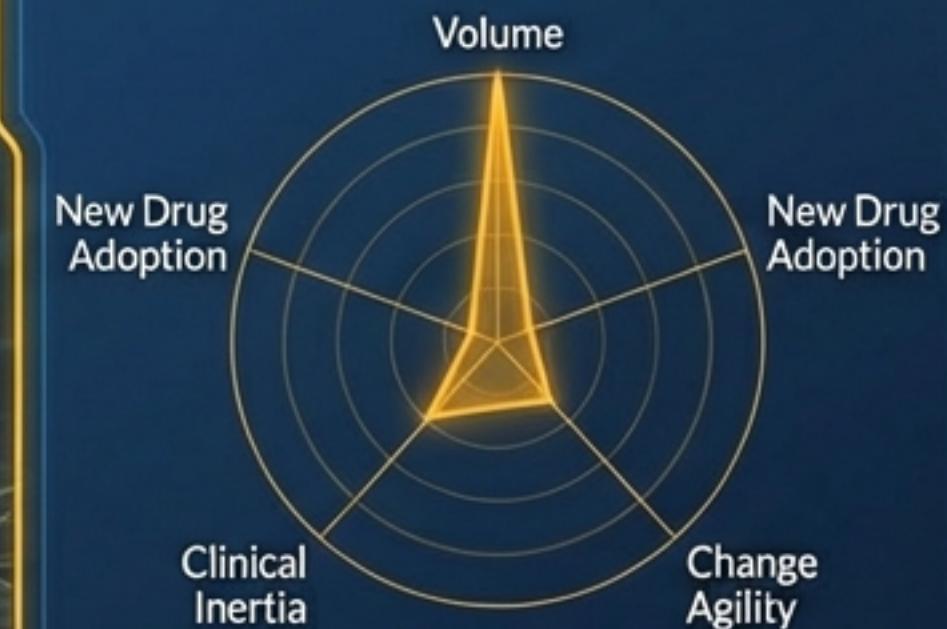
## Tier 2: The Switchers



**Profile:** High injector volume, low continuity. Willing to move patients for outcomes.

**Strategy:** Target with 'Convenience + Efficacy' messaging. Focus on retention.

## Tier 3: The Skeptics



**Profile:** High volume but low new-drug adoption. Clinical inertia.

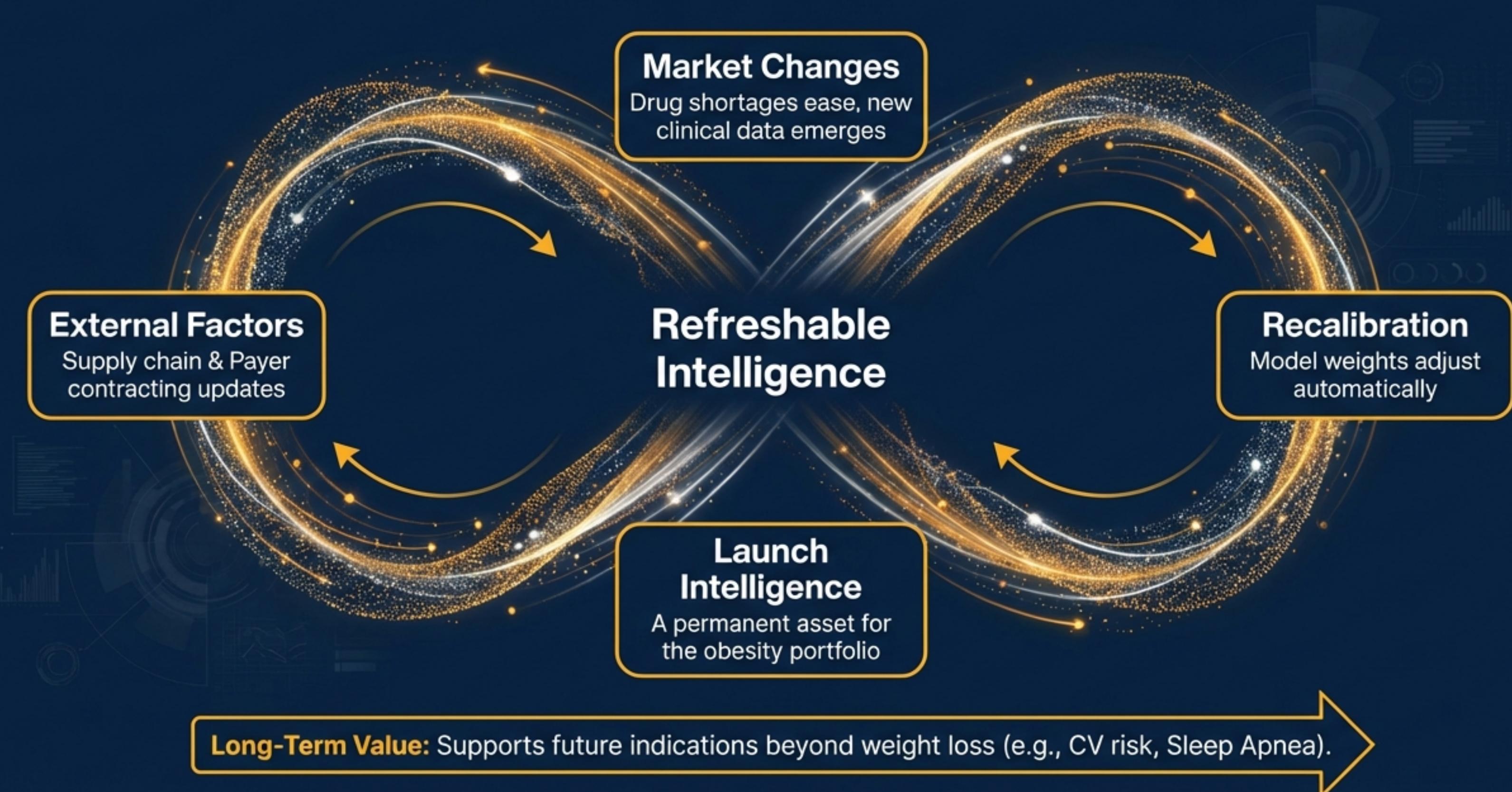
**Strategy:** Target with education on ease of use and safety profile.

**Geo-Hotspots:** Heat map analysis identifies suburban cash-pay markets vs. reimbursed heavy areas.

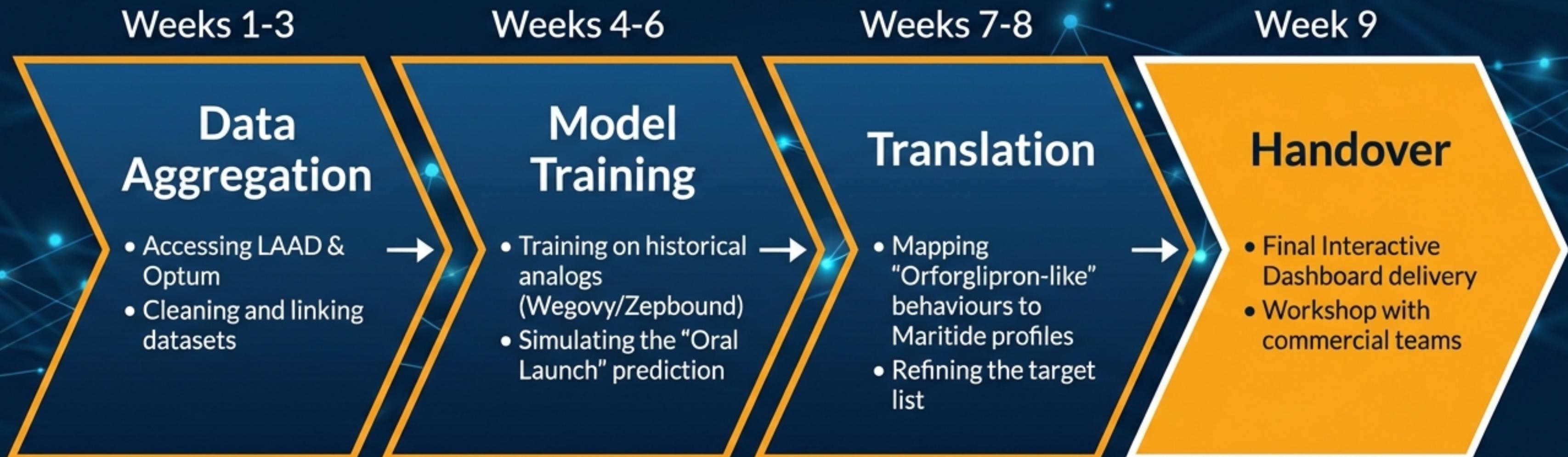
# Success is defined by Learning Velocity, not Initial Perfection



# Project Beacon is a Living System, Not a Static Report



# Roadmap to Actionable Insights



# Immediate Next Steps & Requirements



## Data Access

Secure permissions for LAAD, Xponent, and Optum (TPA execution if required).



## Workshop Scheduling

“Market Definition” session to align on patient universe and “Early Adopter” definitions.



## Governance

Establish bi-weekly working sessions to review hypothesis generation.

We are ready to begin modelling immediately, even with imperfect data, to secure the lead time needed for 2026.