

# Market Sizing for Improving Business Case Robustness



# Company willing to outlicense a newly developed XYZ vaccine



## Client Challenge

- ❓ **Is there a market need for our vaccine?**
- ❓ **Are there Companies interested in in-licensing our vaccine?**

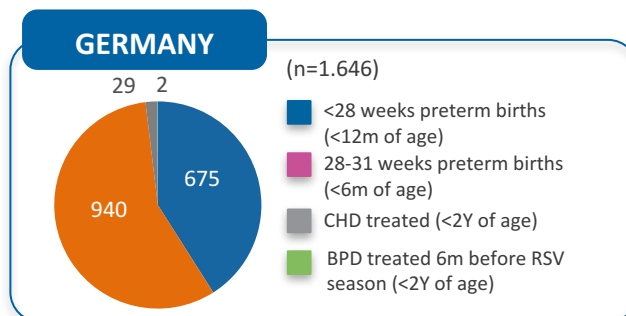
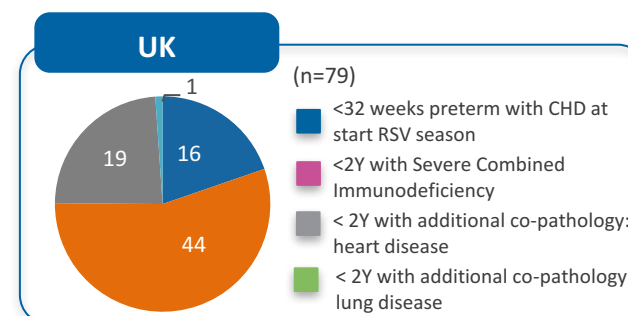
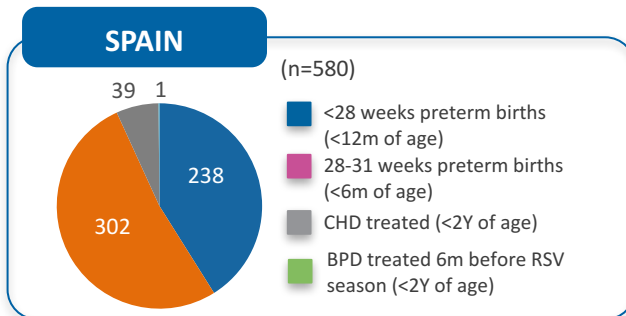
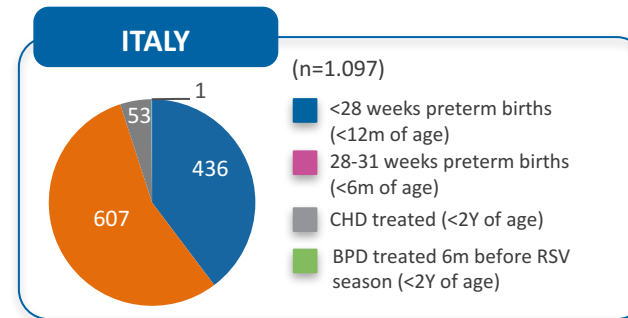
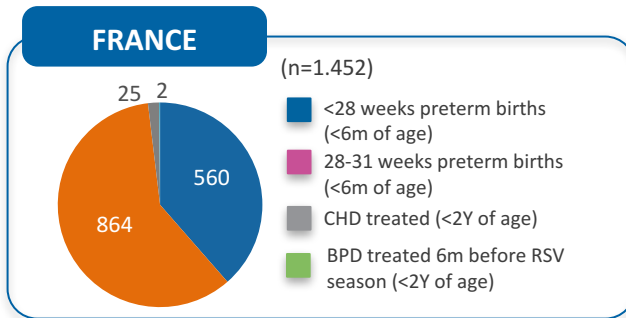


## iIS Solution

- Hold interviews with 15 **paediatricians** in order to understand real market need (**iIS Interviews<sup>SM</sup>**):
  - 👤 **Top hospitals of China, France, Germany, India, Italy and Spain**
- Perform benchmark assessment (**iIS Insights<sup>SM</sup>**) in order to identify potential licensees (across the USA and Europe)
- Hold interviews with a preselected number of representatives of the potential licensees:
  - ✅ **Industry representatives belonging to the World's top Companies (Pfizer, Sanofi, GSK,...)**

*ILLUSTRATIVE non EXHAUSTIVE*

# In Europe, the number of babies that could receive XYZ prophylaxis is estimated as 5.000 for 2013



► According to current prophylaxis trends, a total of 4.854 babies are estimated to receive prophylaxis for XYZ in Europe for 2013

BPD: BroncoPulmonary Disease; CHD: Haemodynamic significant Congenital Heart Disease; m: months; Y: Years;