



**lapidusdata**

MARKET FORECASTING APPLICATIONS

*April 2012*

# Custom tools for complex markets

## Custom software and research to support market validation for the life sciences

### The Products

- Proprietary approach for estimating market size
  - Rigorous epidemiology
  - Integration of market research
  - Validated forecasting methodology
- Tools that serve the entire commercialization process
  - Ease of use: Inputs can be modified as knowledge expands
  - Flexibility: Detailed assumptions can be added as launch approaches

### The Company

- Past projects
  - Financial models for early-stage therapies
  - Portfolio management tools for marketed products
  - Agent-based models
- Additional expertise
  - Market analysis
  - Epidemiology of rare diseases
  - Impact of therapy on patient population size

# Value throughout the product life cycle

*LapidusData models are designed to add value from the pre-clinical stage through market leadership*



# Project: Revenue Model for Pharma Client

- **Excel-based model to estimate drug therapy revenue using epidemiology and market research**
- Part 1: Epidemiology module
  - Analysis of published literature to generate an estimate of disease incidence
  - Combine incidence with UN population data and internal estimates of lifespan to create country-specific estimates of prevalent and symptomatic populations
- Part 2: Revenue module
  - Methodology: “patient funnel” (symptomatic → diagnosed → treated) with 12-year quarterly forecast
  - Alternate scenarios for sensitivity analysis
  - Inputs and outputs optimized for both ease of use and granular reporting
    - Country-specific outputs for each level of patient funnel
    - Broader regional inputs
- **Outcome: Acquisition of client company by outside party, with valuation supported by LapidusData market model**

# Project: Forecasting Tool for Marketed Product

- **Integrated multi-platform system to collect and analyze forecasts from international sales/marketing teams**
- Local teams submit quarterly forecasts via easy-to-use Excel files
  - Integrated epidemiology and historical market data help sales organization commit to forecasts that are aligned with market potential
  - User-friendly Excel files maximize participation and minimize errors
- Global reporting tool for powerful analytics
  - Performance can be compared across products and countries
  - Validation of earlier forecasts against actuals and current forecast
  - Large quantities of data stored in MS Access, retrieved using Excel reports
- **Outcome: Over seven years of successful use in long-term and budgetary forecasts**

# Project: Consolidation of Market Research

- **Increase sample size and reliability of market research by consolidating studies with inconsistent structures**
- Convert data to a universal structure
  - Collaborate with client to design new data structure which can accommodate data from all surveys
  - Recode all records to fit new data structure
- Improve data accessibility
  - Design relational database to store recoded data while maintaining integrity of original records
- Provide reports on consolidated data
- **Outcome**
  - **Trends in patient population become visible**
  - **Data can be used to refine commercialization strategy**

# Background

- **Experience**
  - Eleven years in pharma/biotech
  - Decision Resources
  - Genzyme
  - Independent consultant
- **Education**
  - Harvard University, 2001: BA in Social Studies
  - Tufts University, 2007: courses in Epidemiology

***Learn more at***

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