

Forecasting and Business Development

Innovative Forecasting and Strategic Expertise

Empowering Product Launches and Market Opportunities

The Dedham Group empowers organizations to seize market and product opportunities, driving unparalleled success. From business development to licensing and product launches, our expertise and cutting-edge strategies deliver measurable results.

Utilizing advanced methodologies, custom data tools, and proprietary resources from sister company, Evaluate, we offer comprehensive, end-to-end forecasting solutions across the asset lifecycle. Each forecast is tailored, fully transparent, and rigorously validated with analogue data and primary research.

Our Tailored Services for Success:



Landscape & Opportunity Assessment:

Gain a comprehensive understanding of market dynamics, competitive landscapes, and unmet needs to identify the most promising opportunities for growth and differentiation.



Revenue and Demand Forecasting:

Leverage advanced analytics and data-driven insights to create accurate, scenario-based forecasts that guide strategic planning and resource allocation.



M&A and Licensing Strategy:

Develop tailored strategies for mergers, acquisitions, and partnerships, ensuring alignment with corporate goals and maximizing the value of strategic investments.



Cost Assessment and Valuation:

Conduct detailed cost analyses and asset valuations to support financial planning, pricing strategies, and informed decision-making throughout the product lifecycle.

The Dedham Group's integration with Evaluate enhances our forecasting capabilities.

INDICATION LANDSCAPE FORECAST

Target Identification

Target Validation

Indication Prioritization

DRUG-SPECIFIC FORECAST

Phase I

Phase II

Phase III

DRUG AND PORTFOLIO FORECAST MAINTENANCE

Approved

Post-Launch

LOE

CUSTOM STRATEGIC FORECASTS



Partnering Support

- Provides **investment thesis** for industry partners
- Forms **basis for co-promotion**
- Used as **validation and defense for negotiations**



Launch Support

- Provides **investment justification** for financial partners
- Targets geographies with the **highest potential returns**
- Provides guidance for **sales force sizing** and efforts



Development Support

- Informs **clinical trial design** based on TPP parameters
- Serves a key data point for **indication prioritization**
- Highlights **market differentiation**

Dedham Insights and Strategy

- **Purpose-built, customized forecasts** validated by robust primary research to instill confidence and lay a solid strategic foundation.

Evaluate Data Analogs

- **In-depth secondary research** using Norstell's proprietary datasets to provide current inputs for key forecasting assumptions.

Evaluate Tools and Software

- **Tailored pharmaceutical forecasting models** (including cloud-based), innovative software, interactive training, and continuous support.

A Powerhouse Partner Propelling Life Sciences

Ready to Transform Your Organization?
Let's Talk.

One Pennsylvania Plaza, Suite 2505
New York, NY 10119
info@dedhamgroup.com



The
Dedham
Group

a norstell company