



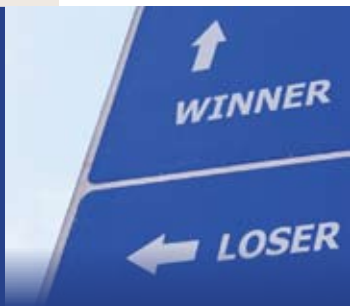
# Pharmacision

Strategic insight. Better business decisions.

## For small pharmaceutical and life-science companies

Now there is a service delivering custom information solutions specially designed to meet the critical market intelligence and strategic planning needs of small pharma and biotech business development teams, marketers, investors, and other life science related companies.

## Integrated Life Science Commercialization Support



### Opportunity Assessments

- Market Research
- Competitive Landscape Assessments
- Market Potential Assessments
- Market Modeling
- Strategic Forecasting



### New Product Commercial Planning

- Optimized Target Product Profile Development
- Early Stage Positioning
- Go-To-Market Strategy
- Risk Adjusted Product Valuations
- Portfolio Strategy Development



### Partnering / Exit Strategies

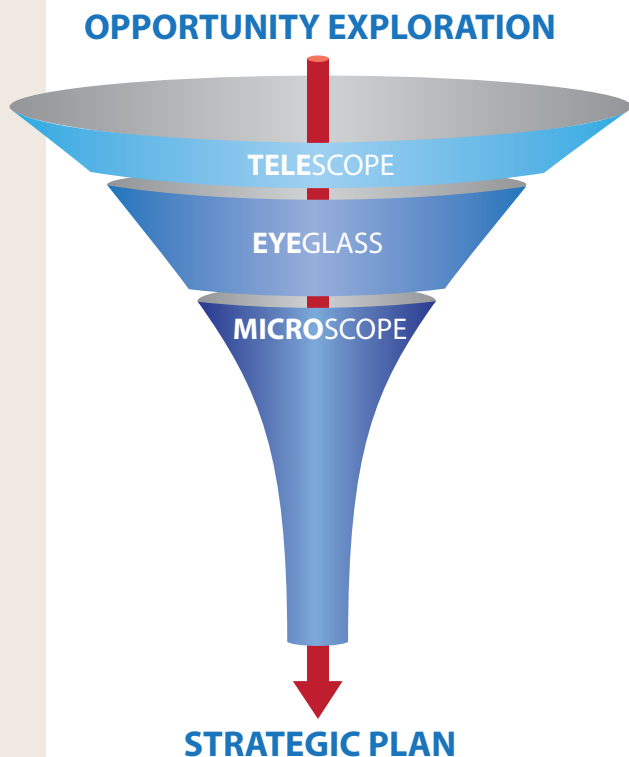
- Partner Identification and Introductions
- Licensing /Acquisition Deal Research and Benchmarking
- Contracting Strategy and Negotiation Support

Find out more at [www.pharmacision.com](http://www.pharmacision.com).

## RapidInsights™ — A Pharmacision Premium Service

**RapidInsights™** services combine market information distilled from pipeline databases, deal term databases, literature searches, and primary market research to provide cost-effective market opportunity assessments, new product commercialization plan and brand strategy development, commercial due diligence, and partnering support.

With 3 different levels of service offerings, **RapidInsights** provides the right level of tailored information and market insights at the right price to drive your decision making and business planning efforts. All **RapidInsights** services are managed by small pharma and life science experienced consultants.



### TELESCOPE™



#### Learn where to play

**Scan** target markets for a top level market landscape overview and orientation when evaluating new markets.

### EYEGLOSS™



#### Know what to expect

**Focus** in on unmet market needs and competitive challenges to rapidly uncover new product opportunities and facilitate early stage business planning.

### MICROSCOPE™



#### Discover how to win

**Explore** specific opportunities in-depth and make well-informed clinical development, brand strategy, and partnering decisions that lead to commercially successful new product launches and deal terms.

Take advantage of Pharmacision's **RapidInsights** service to help drive your new product planning and business development efforts. Call us at **734.895.3670** or visit our web site at **rapid-insights.com** for more information.