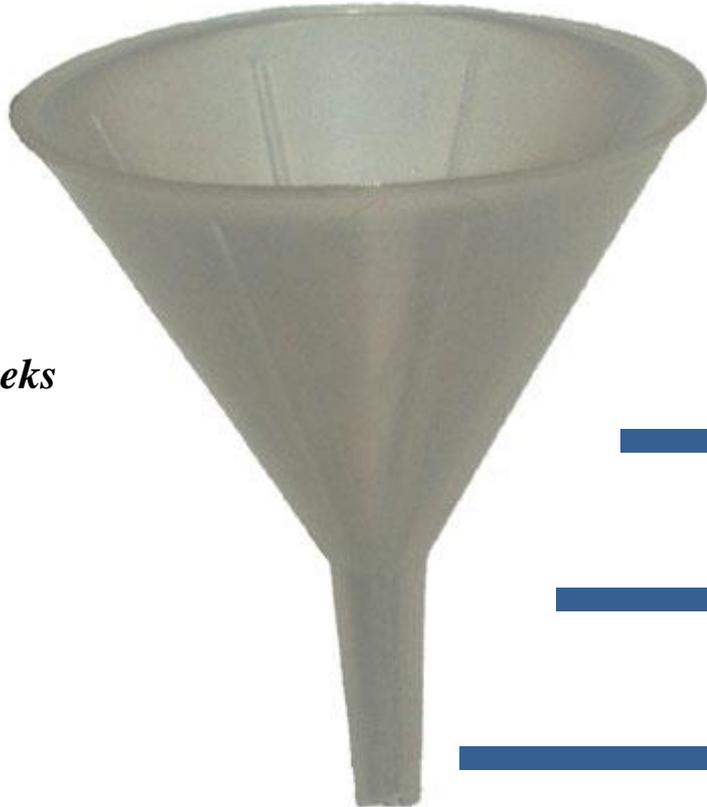


Identification of a Potential Drug Candidate for an Incicensing Opportunity

➔ **Client Objective:** Multinational pharmaceutical company seeking to inclicense potential drug candidates in therapy areas where it had little presence.

➔ **IMARC's Process Map:** Leveraged primary and secondary research to establish all potential drug candidates that fit the client's required criterion and consequently analyzed them on qualitative and quantitative factors to further screen the list. Ultimately, IMARC provided the client with an insightful recommendation on the top drug candidates within one specific therapy area that best aligned with their sales objectives.



➔ *Evaluated and Identified three therapy areas which had strong potential and where the client had little presence.*

➔ *Collaborated with the client to screen one therapy area which best fitted the clients criterion.*

➔ *Screened potential phase-III drug candidates in each of the identified therapy areas.*

➔ *Collaborated with the client and screened potential phase-III drug candidates which best fitted the clients criteria.*

➔ *Further analyzed the attributes and market potential of the shortlisted drug candidates to support our final recommendations.*