

# Industry Analysis

## Type of industry

- Pharmaceutical consulting industry

  - Ex) Pharmaceutical consulting company, consulting division of pharmaceutical intelligence company

## Scope of rivalry

- No one is currently working on anything that is direct competition at this time.

- Possibility that pharmaceutical intelligence companies reproduce work we have completed

- Possibility that research institutions and universities begin to enter the market

# Industry Analysis

## Major competitors

- IMS Health .
- NDC Health .
- Espicom .
- Ovid .

## Life cycle

- The industry is in the initial stages of the life cycle .

# Industry Analysis

## Opportunity

- Increasing amount of R&D expenditure .
- Huge loss from withdrawing drugs .

## Threat

- Follow up research with huge capital and resources .

# Competitive Analysis

## Product

### Competitor

- Data interpretation and analysis
- Consulting division of pharmaceutical intelligence company participates in drug development stage

### Our company

- Tool kit for predicting side-effect

# Competitive Analysis

## Strength

### Competitor

- Strong network with customers
- Plenty of experienced experts
- Affiliated laboratories

### Our company

- Genetic focused data
- Sophisticated predicting model

# Competitive Analysis

## Weakness

### Competitor

- Increasing data collecting cost

### Our company

- Lack of expert
- Difficulty of collecting credible data

# Competitive Analysis

## Value Proposition

Our tool kit prevent customer from unexpected

We improve drug development process

We improve drug efficiency

We improve drug efficacy

We prevent risk

# Company Value Proposition

## VALUE

We can provide useful information for the return of a recalled drug and tests for its safe use by the public. This service is attractive to pharmaceutical companies hoping to regain some lost revenue. From the recovered revenue, our company can earn our income.

## SERVICES

Information and can come in the form of

- Statistical models

- CDs

- Biomedical kits

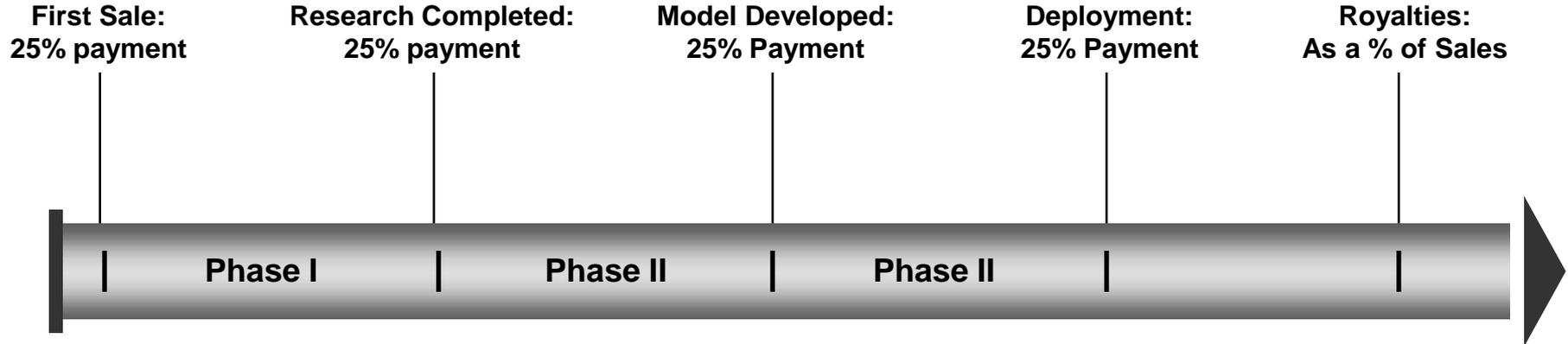
# Business Model

- Initial up-front payment of 25%
  - Used to fund research
- Payment of 25% at conclusion of research
- Payment of 25% when model is developed
- Final 25% paid with deliverables
- Royalties collected on drug sales

# Business Model

- Royalties collected on drug sales guarantee a constant income
- Even small percentages (i.e. 0.1%) could possibly bring in millions of dollars

# Business Model



# Target Customers and Distribution Channels

- We will focus on reaching pharmaceutical companies
- Possibility of expanding to insurance and other fields
- Distribution will take place directly to the purchaser in the form of intellectual property

# Customer Relations Management

- Because we are dealing with companies much larger than our own, having a strong, positive, and personal relationship is important
  - This means seeking very talented marketers
- We are more likely to achieve good CRM by making our service valuable enough to large companies that they will desire it