



Think **ASAP**

INSIGHT TO SUPPORT LICENSING AND  
BUSINESS DEVELOPMENT OPPORTUNITIES

# Quality Insights at the **Speed of Decision Making**



Organizations have extremely short time horizons to evaluate licensing and acquisition opportunities, oftentimes with limited market understanding to support go/no go decisions.

- Business Development teams often have only a few weeks to decide to pursue a licensing opportunity or acquisition.
- While data is often readily available to build financial models, little information is available to provide market understanding or market potential for the acquisition target.
- Input from KOLs, HCPs and patients dramatically improves decision making but compressed time frames have historically limited the ability to collect high quality data and market insights.

## ThinkGen's Think ASAP

### Our Market Knowledge Provides Strategic Insight While Reducing Time to Decision

- Senior level focus
- No learning curve required
- We educate you where needed rather than vice versa

### In Depth Qualitative and Quantitative Run Concurrently

- Our experience facilitates fast set up
- Reduces time requirements
- Allows you to learn as we go

### Two Week Turnaround (approximately)

- From kickoff to Topline
- Milestone debriefings feeds data to the team as we progress

## KEY FEATURES



**Significantly improves decision making** through greater market understanding



**Provides both in depth understanding** through expert qualitative research and projectable data through rigorous quantitative research



**Meets the demanding time requirements** of Business Development teams

Get your insights journey started by contacting us today at [info@think-gen.com](mailto:info@think-gen.com)

