

# GFORCE SUCCESS STORY



## GLOBAL MARKETING STRATEGY, PRE-LAUNCH, BIOTECHNOLOGY

**GForce Life Sciences** had the opportunity to work with a global Biotech Manufacturer based in California. The client needed to educate the key internal stakeholders about the potential market opportunities of a new targeted disease area and present portfolio strategy to establish their presence and to develop a global market development plan for a phase II asset.

**GForce provided a senior consultant to work with the client on a global marketing strategy for pre-launch activities.** We worked with the clinical development and commercial planning therapeutic area heads with the client to conduct a thorough landscape assessment. We also worked closely with a cross-functional team to develop a comprehensive white paper highlighting the unmet needs and long-term strategic plan for the asset. This served as a roadmap to enter the target disease area.

We then helped lead the global cross functional teams to develop an early launch market development plan integrating the cross-functional team's perspectives.

The clients had very limited resources and capacity to manage the required deliverables and therefore they approached GForce to support this urgent need.

During the process, GForce provided a valuable consultant and made the onboarding and on-going process very smooth, including knowledge transfer to existing staff upon completion of the projects.

After concluding the projects, the client was provided a comprehensive living document that serves as a valuable resource for teams who are working on this new target disease area and a thorough early launch business plan that was embraced by all key stakeholders including regional commercial operation teams.

The client received tremendous accolades from the leaders of cross functional teams about the quality of work and unprecedented collaboration at this early of a stage of the commercialization process. Both projects established the best practice for global commercial planning and clinical development team.