

Defining and Maximizing Shareholder Value Case Study



Technology Portfolio Assessment

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GOALS

To help a privately-held bioengineering firm assess its technology portfolio, the evolving regulatory environment, and the biotech marketplace to determine which technologies, if any, should be aggressively pursued and which should be licensed or otherwise disposed of, Insyght designed a multifaceted strategic planning initiative aimed at identifying the most logical and financially sound plan for the company's future.

SERVICES

Strategic Direction

- Literature Reviews
- Market Research and Industry Assessments
- Corporate Record Evaluations
- Technology / Intellectual Property Reviews

Implementation and Evaluation of ROI

- Formalized "Go / No-Go" Process Guide
- Strategic R&D, Marketing and Financial Planning Recommendations

PROCESS *Our Strategic Intelligence, Your Competitive Advantage™*

To best determine a plan of action for the company, Insyght conducted a thorough and independent scientific and market assessment, reviewed confidential company records, reports and patents, developed a formalized "Go / No-Go" process guide and recruited members for a standing strategic Scientific Advisory Board (SAB) and a Corporate Advisory Board (CAB). The process entailed multiple working meetings, interim reports and executive-level presentations.

RESULTS

After careful coordination with IP counsel to align on research goals and maximize IP valuations, the result was a comprehensive, carefully considered strategic plan for the future of the business, involving R&D, marketing and financial components.