

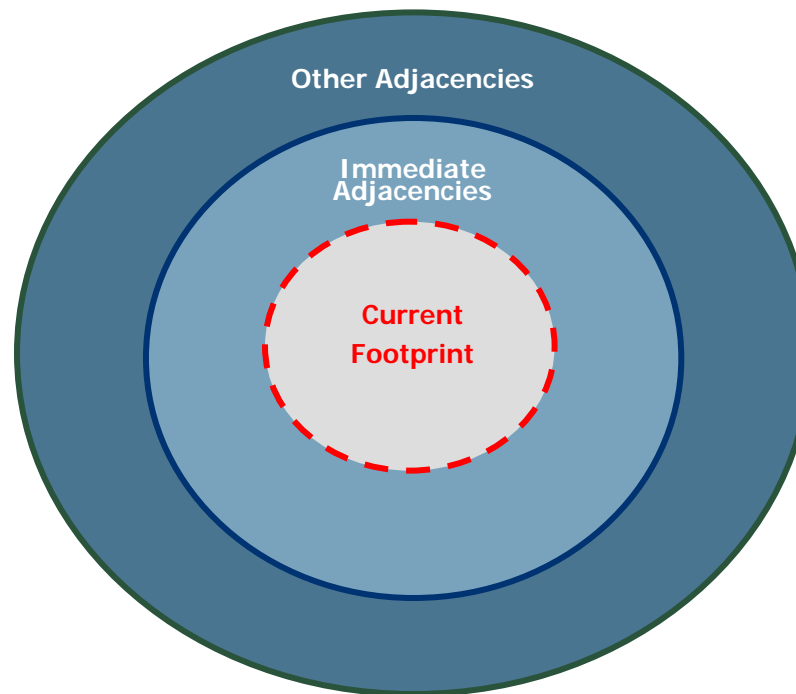
Case Example: New Business Adjacencies (1 of 2)

Situation

- A specialty biopharmaceutical company was seeking to expand into complementary and adjacent markets in order to leverage its current franchise. This necessitated expansion into alternate specialties or a catalyst for growth in their current specialty targets.

Approach

- Trinity designed a “Strategic Roadmap” project to scan 30+ adjacent disease areas which could be covered with minor expansions of the client’s current sales infrastructure. Working with the client, Trinity developed a systematic process to evaluate each adjacent market in alignment with the strategic business objectives. The process was designed to be iterative so that each evaluation can be refreshed efficiently and all opportunities can be identified.



Case Example: New Business Adjacencies (2 of 2)

Result

- Trinity helped the client to identify tiers of opportunistic market spaces (high-, medium- and low potential) for future expansion through L&A activities. The client is actively pursuing several leads and intends to leverage the roadmap to set internal new business development strategy over the coming years.

Assessment of Market Attractiveness for Client

