

# Pre-Clinical / Phase I: Preliminary Needs Assessment with Thought Leaders

For more details on our approach to this project, including a specific example, please contact us!  
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## Preliminary Needs Assessment with Thought Leaders

### Challenge

Scenario	Early stage biopharmaceutical company seeks to develop an Oncology Supportive Care biologic for the treatment of cachexia;
Objective	Determine oncology indications with highest level of Unmet Need and Market Potential for a biologic to reduce fatigue and weight loss due to cachexia.
Challenge	Find appropriate thought leaders and rank indications based on unmet need, while staying within the start-up company's limited budget.

### Solution

Methodology	Determine and recruit qualified thought leaders in 5 different Oncology indications. Conduct primary market research with one carefully selected thought leader in each indication;
Deliverables	Excel database of potential thought leaders for primary research; PowerPoint summary of interviews regarding the preliminary needs of each indication.

### Impact

Impact	Company used findings as supportive evidence to justify the selection of the indication for development of the supportive care product.
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