



# Case: An integrated health system wanted support to conduct due diligence on a biobank licensing deal with a specialty pharma company

## DeciBio Tailored Approach:




**Secondary Research:**

- Extensively mined external data on comparable deals including metrics such as transaction size, key deal value drivers (e.g., sample type, HER data annotation, therapeutic area, genomics data), and deal terms



**Primary Research:**

- Conducted a research campaign of ~15 KOLS (e.g., those involved with key comparable deals, other potential biopharma and Dx R&D customers) to inform on key deal metrics and valuation



**Quantitative Analysis:**

- Constructed a rigorous valuation model for the current asset and its future value based on a number of deal negotiation outcomes
  - This model was flexible enough to support real-time deal negotiation

**Outcomes:**

- DeciBio's thorough research and rigorous analysis aided the client in securing a multi-million dollar, 5-year deal which provided national exposure, improved services to its patients, and bolstered its medical research capabilities

## Project Summary

<b>Industries:</b>	• Pharma Research
<b>Topic:</b>	• Due Diligence
<b>Project Components:</b>	• Market Sizing • Competitive Landscape Assessment • Growth Projections • Voice-of-Customer Research
<b>Project Timeline:</b>	• ~6 weeks
<b>Geographic Scope:</b>	• U.S

## By the Numbers

<b>&gt;500</b> Secondary Documents Mined	<b>&gt;100</b> Model Inputs
<b>15</b> Stakeholder Interviews	<b>5</b> Year Deal Secured