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Case Study

Accelerating Business Development Decision-Making with Tovana

Executive Summary

A leading global pharmaceutical company implemented Tovana's AI-powered Opportunity Assessment solution to transform their business development process. The platform's automation capabilities provide rapid, comprehensive commercial analysis of acquisition targets, enabling the company to significantly reduce assessment time and costs and secure promising assets ahead of competitors.

The Challenge

A global pharmaceutical leader, continuously evaluates acquisition and licensing opportunities to expand their therapeutic portfolio. The Business Development team faces intense competition in identifying and securing promising drug candidates. Before Tovana, the team struggled with:

Time Barriers
At least 6-8 weeks per assessment

Resource Drain
Manual, tedious process for conducting evaluations

Inconsistent Methodology
Different approaches led to variable quality assessments

Cost Inefficiency
One-and-done analysis per evaluation

"We have to kiss a lot of frogs before finding the right investment. There's always time pressure as there's competition for good opportunities. We need to identify them quickly and make a move."

VP US Commercial Strategy, Partnerships, and BD&L

The Solution

The company partnered with Verix to implement the Tovana Opportunity Assessment, co-developing tailored modules that automate and standardize the evaluation of commercial opportunities across the portfolio. The solution integrates seamlessly with the company's existing data ecosystem—including Veeva Compass, CRM, and patient-level data—and enables unlimited opportunity assessments with minimal setup. Standard evaluations are configured within hours, while more complex analyses, such as segmentation of specific patient populations can take up to 2–3 days to complete. Core capabilities include:

- Market potential assessment
- Competitive landscape evaluation
- Sales force requirements and investment projections
- Therapeutic overlap identification
- Revenue potential modeling
- Natural patient history and rare disease patient finding

"What we used to do in months of analysis for a single therapeutic we can now do with Tovana in a couple of days – analyzing every aspect of an opportunity, including market potential, competition, required sales force, and more."

The Results and Imapct

Within six months of implementation, the company achieved remarkable improvements:

Efficiency Gains:

>50% reduction in assessment time

>10x reduction in cost per assessment

Unlimited number of evaluations under a fixed license fee

Strategic Advantages:

- Deeper commercial insights earlier in the evaluation process
- Improved opportunity prioritization
- Enhanced decision-making confidence
- Expanded use for internal portfolio planning

Business Impact:

- Successfully executing on the first opportunity within four months of deployment
- Expected ROI within the first year of implementation

"The platform's automation is a game-changer, providing us with faster insights, deeper commercial understanding, and the flexibility to adapt to any assessment scenario."

The Competitive Advantage

Before selecting Tovana, the company evaluated multiple options for commercial opportunity assessment. Each alternative presented critical limitations—ranging from a lack of commercial focus to high costs and resource demands. Ultimately, Tovana stood out by offering the ideal combination of pharmaceutical domain expertise and advanced AI capabilities on an agile platform that automates and streamlines complex evaluations.

Solution Option	Key Limitation
Venture Funds	Focused more on scientific rather than commercial assessment
Internal Development	Required significant AI expertise outside of the core business
Traditional Consulting	Costly, time-consuming, and don't always lead to optimal recommendations

Future Direction

Building on the success of the Opportunity Assessment implementation, the company's business development team is expanding its use of the platform with new specialized modules:

- Internal portfolio planning
- Market share prediction
- Natural language/chatbot interface to navigate the data