

**Commercialization Readiness from Preclinical to 1st Launch:
The First Time CEO's Playbook**

February 27, 2024, at the BIO CEO & Investor Conference, New York Marriott Marquis

- Course Overview and Introductions
- Why Most Commercial Launches Fail
- Commercial Imperatives That Impact Value: Preclinical – Phase I
 - Target Product Profiles and Differentiation
 - “Defensible” Revenue Forecasting
 - Impacts of the IRA on Development Portfolios
 - Portfolio Prioritization
 - ISAN Naming
 - Early Commercialization Visioning
- Commercial and Medical Affairs Imperatives: Phase II – Phase III (pre-data)
 - Commercialization Roadmap – the Commercial Vision and Costs (to inform corporate strategy)
 - MD, Payer, and HEOR Market Research: Key Inputs for Pivotal Trial Design
 - KOL Development
 - Scientific Narrative
 - MSL
 - Key Hires
 - Commercialization Alternatives
- Commercial and Medical Affairs Imperatives: Positive Data Readout to Launch
 - Updated Commercial Assessment (revenue forecast)
 - Product Strategy and Marketing
 - Market Access, Pricing, and Reimbursement (MAPR)
 - Health Economics and Outcomes Research (HEOR)
 - Sales Force
 - Distribution
 - Commercial Ops and Analytics
 - Training
- Medical Affairs Imperatives
 - Scientific Narrative, KOLs, and Publication Planning
 - Medical Education
 - Medical Affairs Other (Phase IV's & ISTs, Pharmacovigilance)
 - Launch Critical Success Factors
 - Brand name
 - Branding
 - Value proposition
 - Information technology
 - Hiring plan
- Life Cycle Management
- Course Summary and Wrap