



ABOUT BERYL PHARMA360

Beryl's independent hedge fund research and advisory services are natural adjuncts to Beryl Pharma360 pre-marketing analytics. Pharma360 provides healthcare executives with actionable competitive landscape analysis to support "go/no-go" decisions prior to seeking international partnerships for new product introductions in the US and Europe. We use state-of-the-art data collection and analysis including therapeutic landscape and competitive product intelligence, major congress data surveillance, best practices evaluation and scientific platform key message development. Pharma360 consulting services are a cost-effective and proven method to evaluate risk/benefit prior to committing to international product development and/or making partnering decisions.

SERVICES:

- Pharmaceutical/Biotech pipeline scoping, branding, therapeutic landscape and competitive analysis.
- Product lifecycle planning to increase domestic and international sales.
- Scientific platform development to help create pre-launch and launch core communications messaging across multiple internal and external groups.
- "Best practices" evaluation and guidance for product planning and for companies interested in international product introductions and partnering.
- Analysis and lessons learned in the integration of traditional herbal medicine in healthcare and into modern pharmaceutical product development.
- Data surveillance and onsite coverage at major international medical congresses used to provide therapeutic landscape and competitive data analysis.
- **Current and past clients:** Pfizer, Novartis, GSK, Amgen, Janssen, Sanofi, Merck, Astellas, Cephalon.