



BrightInsight

CASE STUDY

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# Digital business case

# Customer Context

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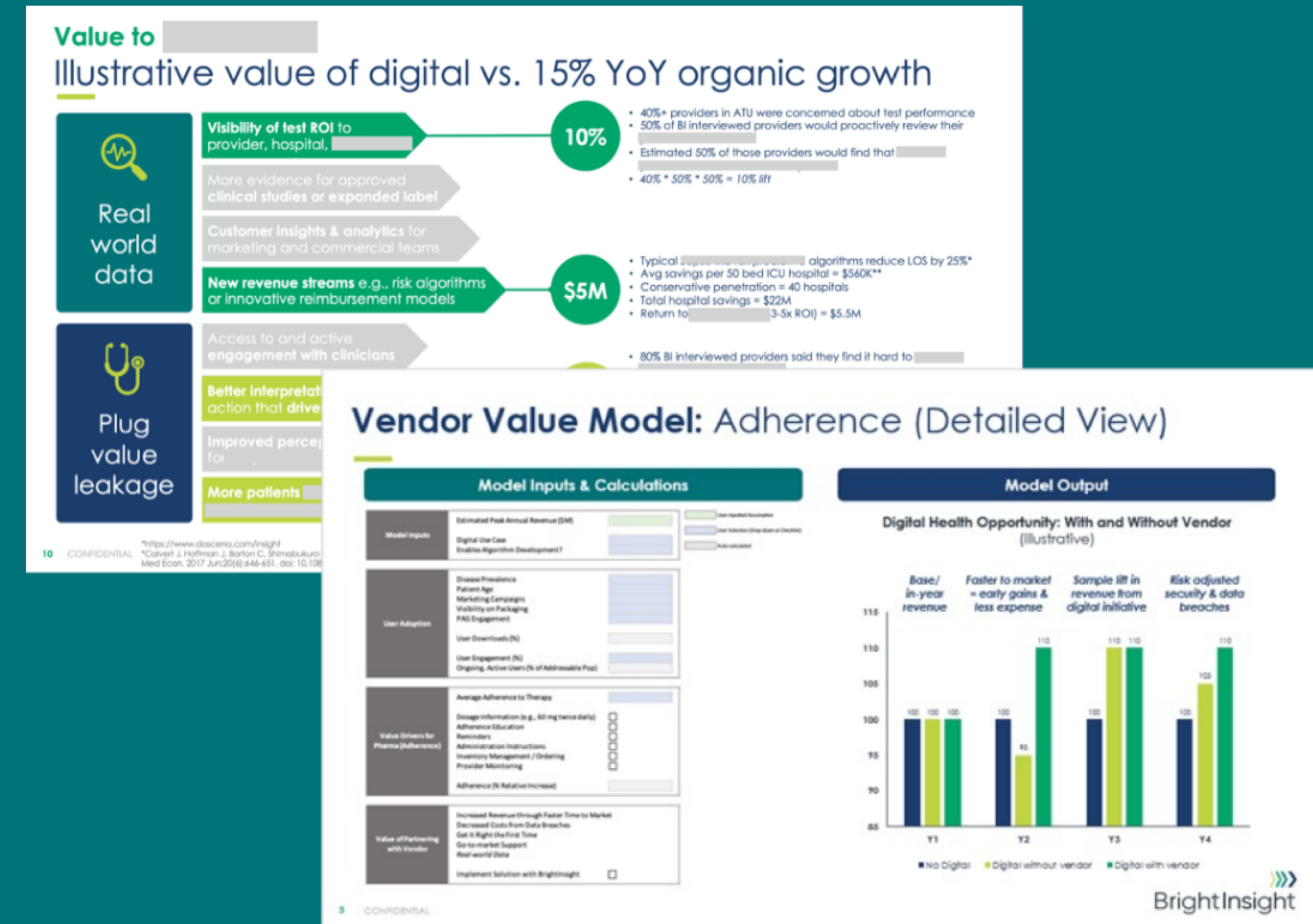
- Global biopharma company
- Seeking leadership buy-in on digital vision & roadmap for a companion app to a novel, high-value therapeutic
- Engaged BrightInsight to synthesize market research, create the vision story, define potential sources of value/returns, benchmark against analogues in market, and lay out the path to launch and success



# The Work

Leverage strategic frameworks to break-down critical components of a business case

- Competitive Landscape
- User/Buyer Segments
- Product Market Fit
- Stakeholder Value Prop
- Market Sizing
- Go-To-Market Strategy
- Financial Value Story
- Reimbursement Pathways



e.g., Value/ROI analysis



# Project Outcome



- Strategic market segmentation framework
- Expected value to company from digital
- Validated strategic rationale with user/buyer personas (via primary market research)
- Expected stakeholder value proposition & returns to customer
- High-level implementation plan & roadmap

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**"You guys did a phenomenal job...the story is really coming together...I cannot believe how great the content is."**

SVP, Specialty Business

**"I'm blown away by how thorough this is..."**

Sr. Dir., Global Marketing

**"The ROI story...is really helping clarify our most critical issues."**

Sr. Dir., Customer Engagement, Digital