

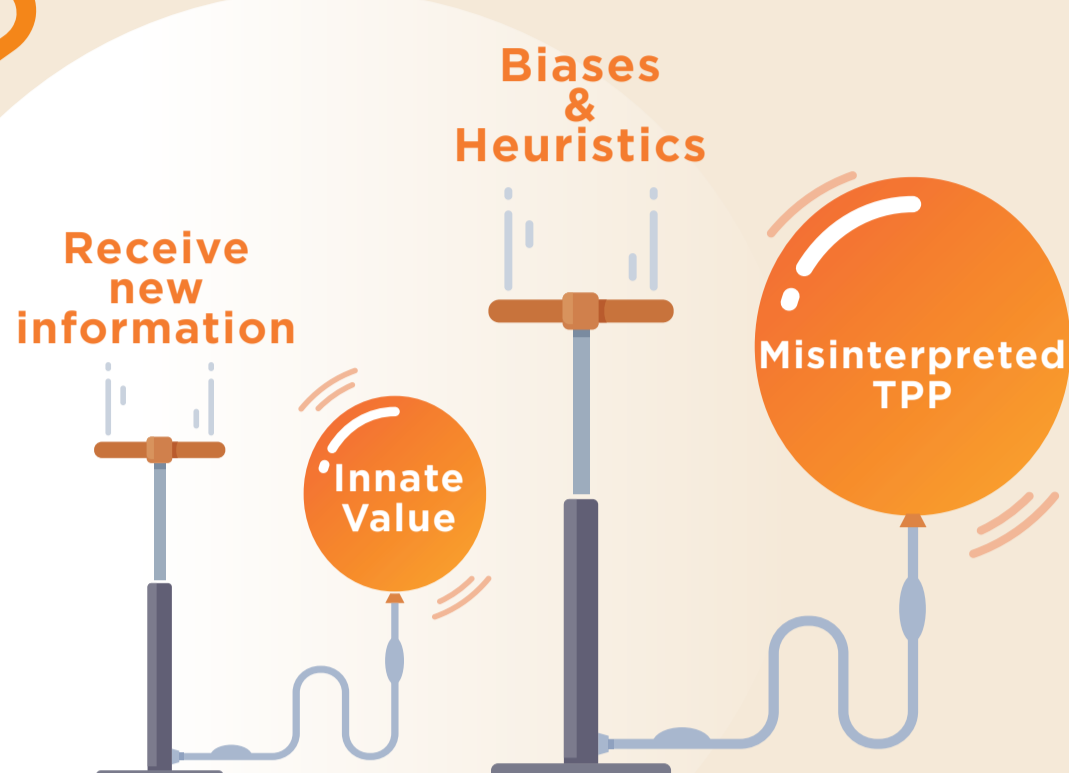
STOP "GUESSTIMATING" YOUR PRODUCT'S FUTURE MARKET SHARE

DemandDefender™ predicts peak share to within a few percentage points in 90% of validated case studies



DEMANDDEFENDER™

THE BAD NEWS



Cognitive Inflation

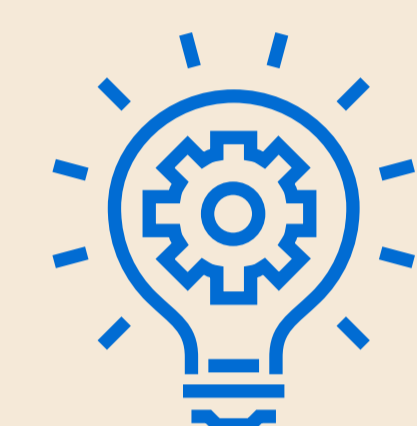
Leads to an inflated view of product's worth
This is why Demand studies lack credibility

This is why stakeholders don't trust the data

BioVid offers a better way



Accuracy



Realistic & Holistic Evaluation



Mental Calibration

THE GOOD NEWS

PROOF IT WORKS

CASE STUDIES

	Hematology	Cardiology	Oncology	Neurology	Metabolics
DemandDefender Prediction	3.4%	8.5%	10%	21%	2.1%
Actual in-line Peak Share	3.0%	8.9%	9%	22%	1.0%
DemandDefender is within +1 to -3 percentage points of actual peak share in over 90% of our validation case studies	+0.4%	-0.4%	+1.0%	-1.0%	+1.1%

DEMANDDEFENDER was tested in diverse settings

Preview a sample of 5 case studies from our validation database:

Introducing the 3C's

1

COGNITIVE PRIMING

Simulate the thought process that customers go through when they evaluate drugs in the real world



2

CONTEXTUALIZING

Make the research setting more like the experience of real-world decision-making



3

CHALLENGING

Challenge customers to think more completely and honestly about the implication of having & using your product



WHAT TO REMEMBER



For your next demand study choose

- BETTER PROCESS
- VALIDATED ACCURACY
- AMPLIFIED ACTIONABILITY

CONTACT US TODAY
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