OPPORTUNITIES IN CANCER

Context:

A Big Pharma company with no activity in cancer is interested in entering this market. This company asks your team to help in determining what the next steps are. For that purpose you decide to analyze this industry in order to give valuable strategic recommendations to the company.

Initial inputs:

Since a lot of different cancer types exist, the company assessed its internal resources and knowledge and decided that it will only consider entering the segments in bold in the following table:

Cancer type	Estimated new cases	Estimated deaths
Bladder cancer	70530	14680
Breast cancer (Female/Male)	207090/1970	39840/390
Colon/rectal cancer	142570	51370
Endometrial cancer	43470	7950
Kidney cancer	49504	11084
Leukemia	43050	21840
Lung cancer	222520	157300
Melanoma	68130	8700
Non-hodgkin lymphoma	65540	20120
Pancreatic cancer	43140	36800
Prostate cancer	217730	32050
Thyroid cancer	44670	1690

www.cancer.gov/cancertopics/commoncancers, part of the US National Institutes of Health.

Outcome:

The questions to which the company is asking answers are summarized in the suggested chapters of the report:

1. Biology/general mechanism and druggable targets
2. Types of cancer → estimate the market potential. Which type is the most attractive one?
3. Current drugs for each type of cancer → action mechanism, price, revenues generated
4. Current tests/tools for diagnostics → technology, price, revenues generated
5. Companies involved → which ones are best positioned in this market? What is the competitive environment?
6. Final recommendations

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