

OPPORTUNITIES IN DIABETES

Context:

A Big Pharma company with no activity in diabetes is interested in entering this market.

Initial inputs:

The company is interested in both types of diabetes and is focused on targeting the US market (2011 estimates according to the American Diabetes Association: 25.8 million adults and children have diabetes in the US – 8.3% of the population. It is assumed that the company has sufficient internal resources and capabilities (production, manufacturing, and marketing) to enter a new market such that these are not limiting factors in this project.

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 diabetes → estimate the market potential. Which type is the most attractive one?
3. Current drugs for each type of diabetes → 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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