

USA PHARMA MARKET COMMERCIAL LAUNCH

Terapia LLC, USA
In partnership with
Centauri International, USA

PHARMALAUNCH THREE PHASE PROGRAM

- Fully customizable three phase service offering
- Incorporates all necessary components to build a profitable and sustainable US presence
- Phase 1 – Planning
- Phase 2 – Business operation implementation
- Phase 3 – Market development

PHASE 1 - PLANNING

- Initiation of these services recommended prior to product development and FDA ANDA filing
- Business planning
- Competitor analysis
- Market segment identification
- Product identification and selection
- Product delivery and package selection
- Pharmacy advisory board member identification
- Support your regulatory team with their FDA communications

PHASE 2 – BUSINESS OPERATION IMPLEMENTATION

- Initiation of these services recommended 6 months prior to expected FDA approval for ANDA
- Identify 3-PL (third party logistics to warehouse and distribute product) and negotiate agreement
- Continued regulatory support
- Obtain liability insurance
- Obtain City and State business licenses
- Obtain necessary state pharmacy licenses

PHASE 3 – MARKET DEVELOPMENT

- Initiation of these services recommended 4 months prior to expected FDA approval of ANDA
- Marketplace company introduction
- GPO vendor qualification and approval
- Wholesale vendor qualification and approval
- Wholesale GWSA contract negotiation
- Retail chain vendor qualification and approval
- Create pharmacy advisory board
- Participate in industry trade shows and conferences

EXPECTED DURATION - PHARMALAUNCH

PHASE 1

- Approximately 1-2 months

PHASE 2

- Approximately 2-3 months

PHASE 3

- Ongoing project after market development and includes post marketing surveillance, developing and maintaining business relationships.

STRATEGIES

PHARMALAUNCH V/S JOINT VENTURE

- PharmaLaunch has the highest ROI as compared to entering into a JV/partnership
- Establishes and positions your company as a strategic long term player in the US market
- In a joint venture, prospective US based pharmaceutical companies are looking for a techno commercial partner
- JV partner in the US has the advantage in negotiating the agreement, effectively diluting your company's profitability.