



A Pharmaceutical Portfolio Management Tool

Your Pharma Portfolio, Instantly Crafted

Revamped with new features

- Play Area
- Dynamic searches
- Customised Data analytics
- Sticky notes
- Efficient Searches

2025 upgrade

The ONLY Portfolio Ideation Tool that saves 90-95% time and 60-70% on costs
in Portfolio Management and Portfolio Selection

DEVELOPED AND CONCEPTUALIZED BY AHARAV CONSULTANTS

How do we need shorten time in decision making?

Streamlined Product Development Process



How do we do it???

4 easy steps to Portfolio designing....
.... In minutes!!!



Strategic Portfolio Selection Framework for Success



Potential Revenue

Evaluates the financial prospects of a portfolio.



Developmental Timeline

Assesses the time required for development and commercialization.



Expected Competition

Analyzes the competitive landscape post-launch.



Available Sources

Identifies the resources available for portfolio support.



Regulatory Timeframe

Considers the time needed for regulatory approvals and IP protection.

Clearer, Faster, Further

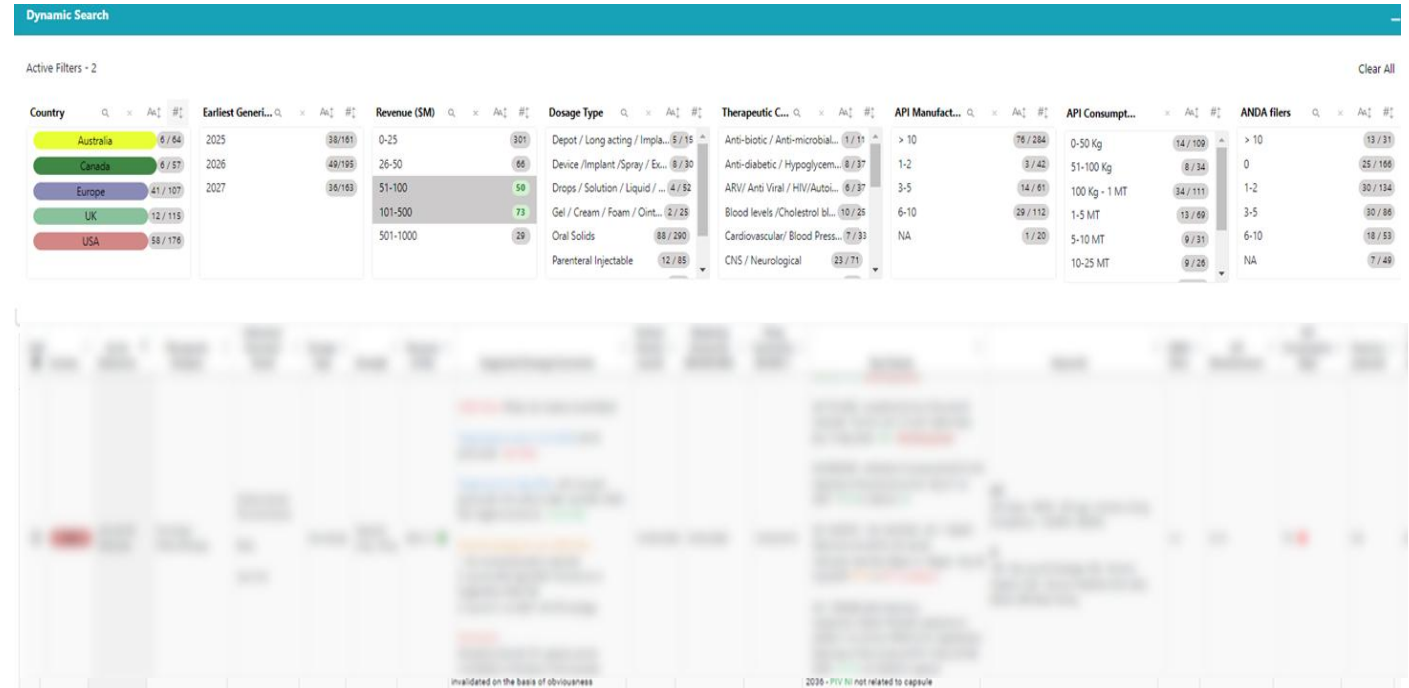
Uniqueness.....Portfolio in Minutes!

- **Dynamic Search**

- Dynamic analysis - from hundreds to a few
- Multi-level filtering
- In seconds!
- Graphical interface for each search

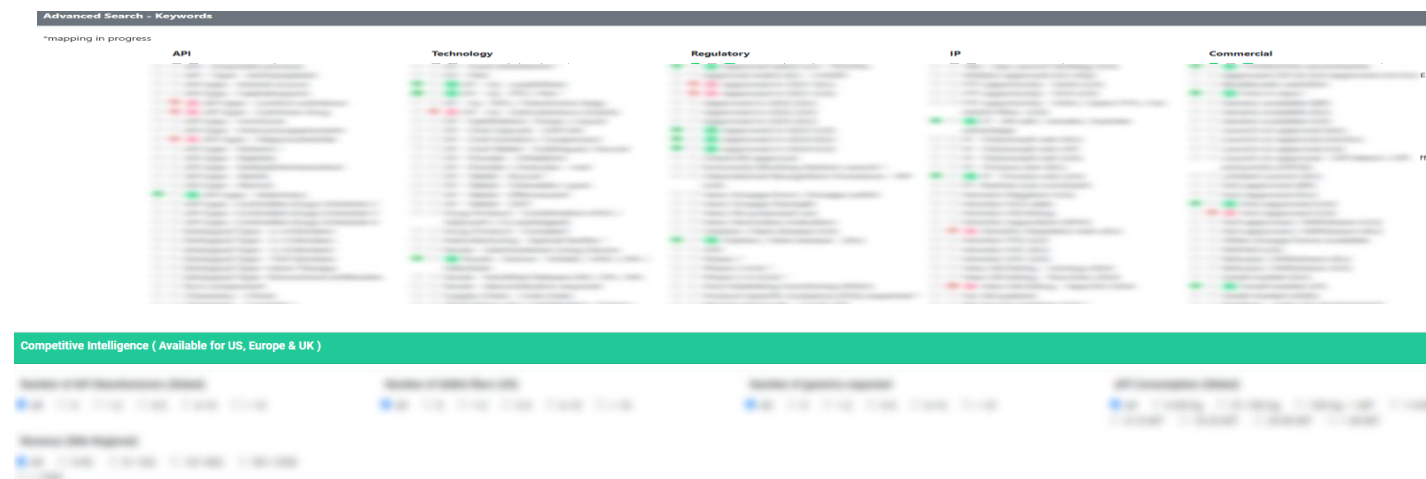
- **Data for each product**

- Revenue projection
- Filing date
- Launch Date
- Potential Competition
- Potential Sources
- Key IP / Regulatory bottlenecks



- **Multi-level filtering based on**

- 200 unique keywords
- Using specific keywords for API Regulatory Technology, IP, and Commercial
- Multiple regions mapped on a single screen
- Competition, Revenue projections, API manufacturers
- Downloading the selected portfolio

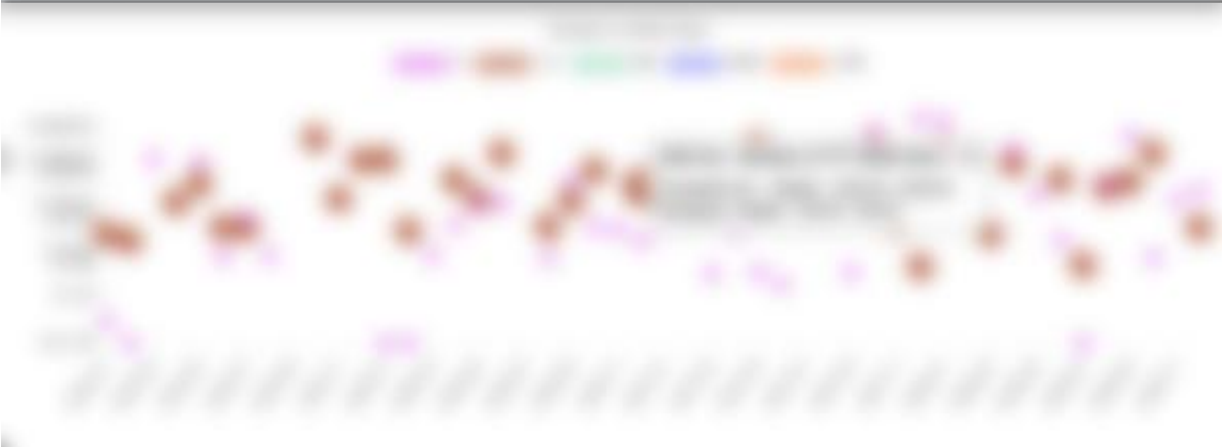




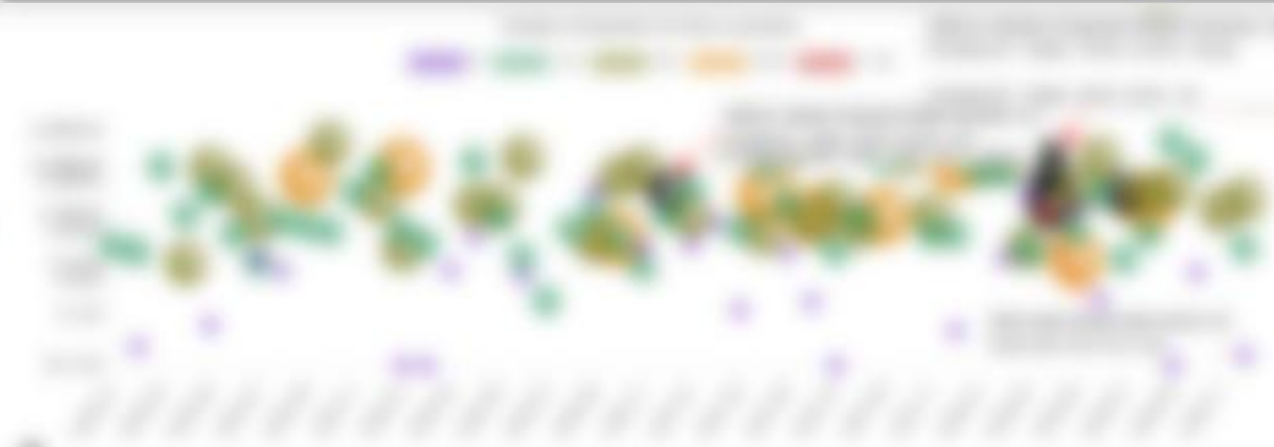
- Customised Graphic and data analytics - Export graphs to ppt / pdf - Interactive graphical interface

Correlation US (ANDAs) Vs Competition Expected in Other geographies

USA Only : ANDA filers vs Revenue (\$M) vs Launch Date



Expected 1st wave launchers vs Revenue (\$M) vs Launch Date



New features (recently added)

Play Areas

- Design Company Portfolio basket in seconds!
- Create multiple “play Areas” within
- Assisting rationalization and finalisation

Sticky notes



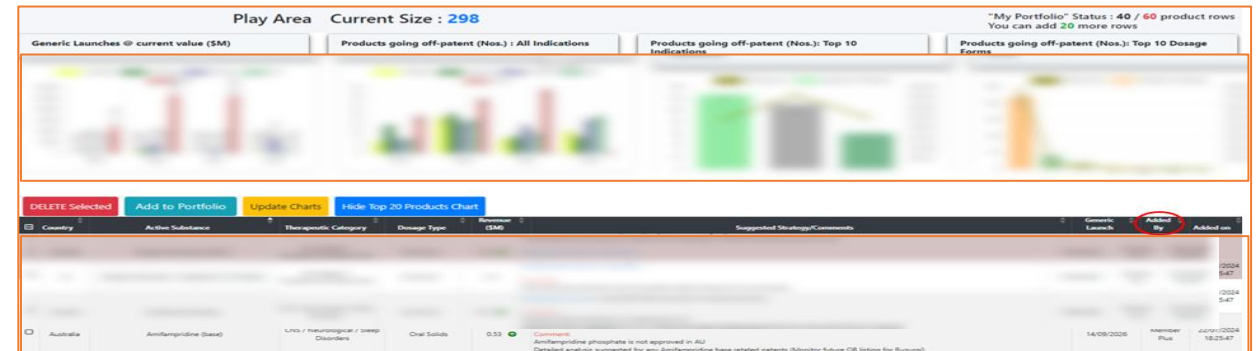
- Internal note generator for each product
- Create Action points for internal use
- Collaborate within your team

Summary View Option

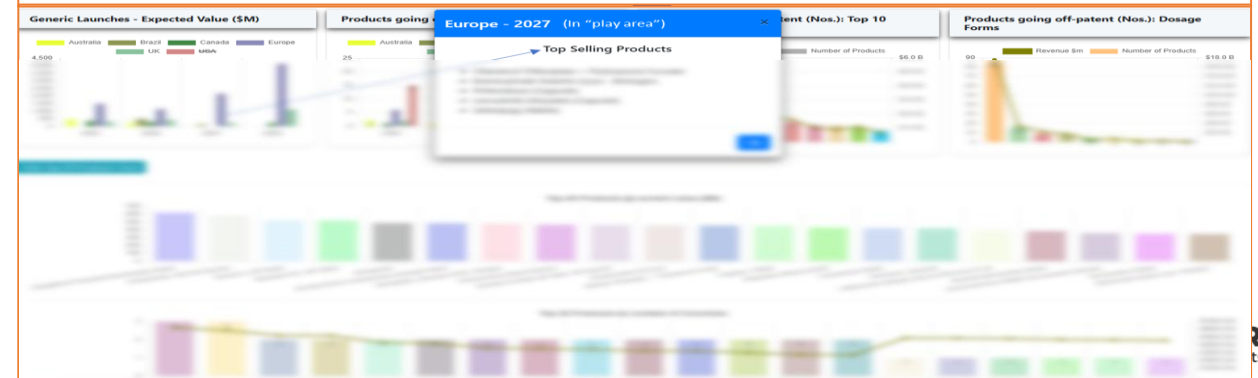
- Quick Summary of your portfolio
- Ideal for Top management overview

Enhanced Data Analytics

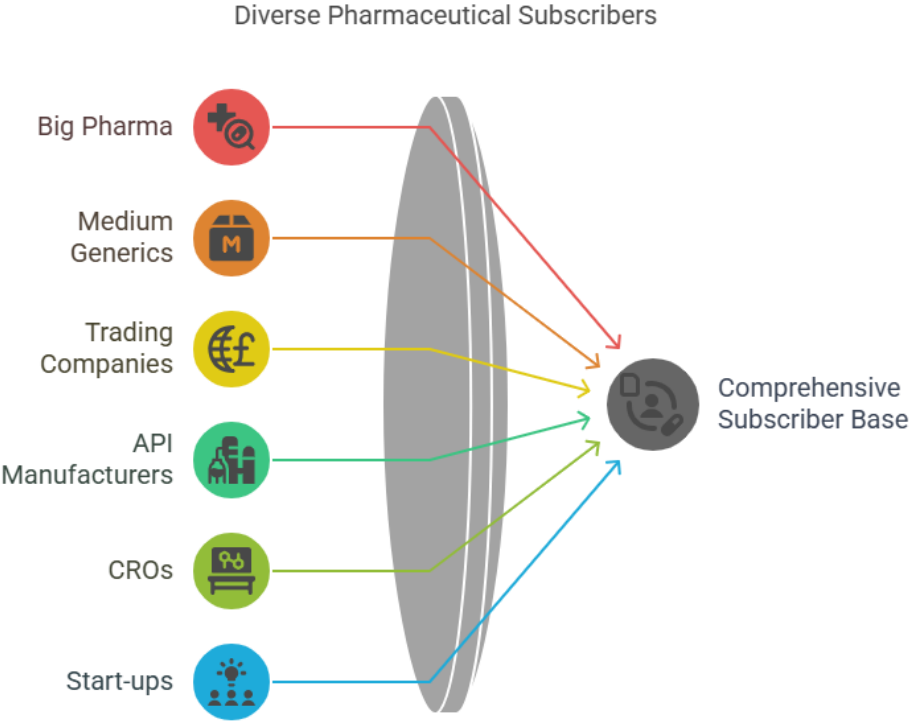
- Top 20 charts for every selection / search
- Top 20 charts for each “Play Area”
- Top 5 products for each selection / search
- Customised Graphical outputs



Country	Active Substance	Therapeutic Category	Dosage Type	Strength	Revenue (\$M)	Earliest Generic Launch	Filing Exclusivity DE/NCE-1	API Manufacturers	API Consumption (Kgs)	Expected 1st wave launchers	Main Patent Expiry	Patent Extension
Canada	Azilsartan Medoxomil Potassium (Tablet)	Cardiovascular/ Blood Pressure/ Heart Disease	Oral Solids	Tablet: 20mg, 40mg, 80mg	0 - 10	23/02/2025	08/03/2018	> 10	17,405	1-2	23/02/2025	



For Whom? And How?



Which engagement model should be chosen?

- Yearly Subscription**
Suitable for long-term commitment and stability
- Flexible Subscription**
Ideal for medium to large pharma companies needing adaptability
- Workshop Model**
Best for startups seeking focused, interactive sessions



In a nutshell...

HORIZONS® delivers the “Portfolio of your choice”

in minutes !!!

Saves 60-70% costs on databases and 90-95% manhours

- Niche products in seconds with a single click!
 - Veterinary Products
 - Legacy products
 - Differentiated products
 - Low competition products
 - Complex API/Formulations
 - Unmet medical needs
- 5 pillars of portfolio selection incorporated!!
 - Potential Revenue
 - Developmental / Commercial timeline
 - Expected Competition post launch
 - Sources available
 - IP / Regulatory time frame
 - Approval / launch timeframe
 - Excipients

Add ons :

- Portfolio selection “hand holding” / Workshops
- Product mapping to other markets globally
- Soft marketing for clients – Clients can list their products for development (available soon!)

Comparison with other platforms

Key strategic blue-print provided?	YES	X	X	YES
“Dynamic Search” for instant filtering from large selections	YES	X	X	X
Search using Excipients	YES	X	X	X
“Play area” - creating a custom Portfolio by “Cherry picking”	YES	X	X	X
~200 Specific and Unique Keywords for ideation	YES	X	X	X
Time for ideation of product portfolio	Seconds / Minutes / Hours	Days / Weeks	Days / Weeks	Days / Weeks
Single view comparison across geographies	YES	X	X	X
“Sticky Notes”- Internal messaging on specific products	YES	X	X	X
Geographical scope - Customised	US EU TR SA AU CA JP UK MX BR	Global	Global	US JP BR CN EU
Earliest generic launch provided?	YES – with potential strategy	X	X	X
Sales data / Consumption data	“Short term Estimates”	YES	YES	Partly
Potential API and Generic competitors (Est.)	YES	X	X	X
“Real time” Data analytics for each selection	YES	X	X	X
Downloading <u>specific</u> data	YES	X	X	X
Litigation updates	YES – US EU	YES	X	YES
Customised Subscription Models	Workshop based/ Project based / Subscription based	Annual subscription / User based	Annual subscription / User based	Annual subscription / User based

Customer base - wall



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