



**Cennium ValueDriver offers** distinct advantages to biotech and pharmaceutical organizations by establishing an effective, consistent process for evaluating and comparing product development options. ValueDriver maintains an up-to-date analysis of current product development plans, and supports the highest quality decisions on lead target, out-licensing, and in-licensing opportunities. Its ability to handle product development programs from the simplest to the most complex, its ease of use, and its broad application provide value to many functions and levels of the organization – from development to finance to marketing and from project manager to financial analyst to portfolio manager.

**Ensure  
Comprehensive  
Valuation of Your  
Product Strategy**

Unlike generic risk-assessment tools, ValueDriver is pre-populated with industry-specific product development knowledge that guides the structuring of the valuation and keeps the analysis on track. With generic tools, precious weeks may be consumed while analysts build a model from scratch or try to retrofit an existing model, with no guarantee of an accurate, comprehensive valuation. With ValueDriver, analysts can focus their efforts on working with the relevant information, assessments, and relationships that uniquely define the asset, providing more confidence in the value of the insights and the quality of the results.

**Determine the Optimum Product Development Strategy**

**ValueDriver** offers a powerful, content-rich analytic capability that provides the tools and framework needed to create an efficient, consistent, and comprehensive asset valuation process. It enables users to perform key decision-support analyses, including:

- Single or multiple scenario analysis
- Partnering and licensing agreement analysis
- Deterministic sensitivity and probabilistic uncertainty analysis

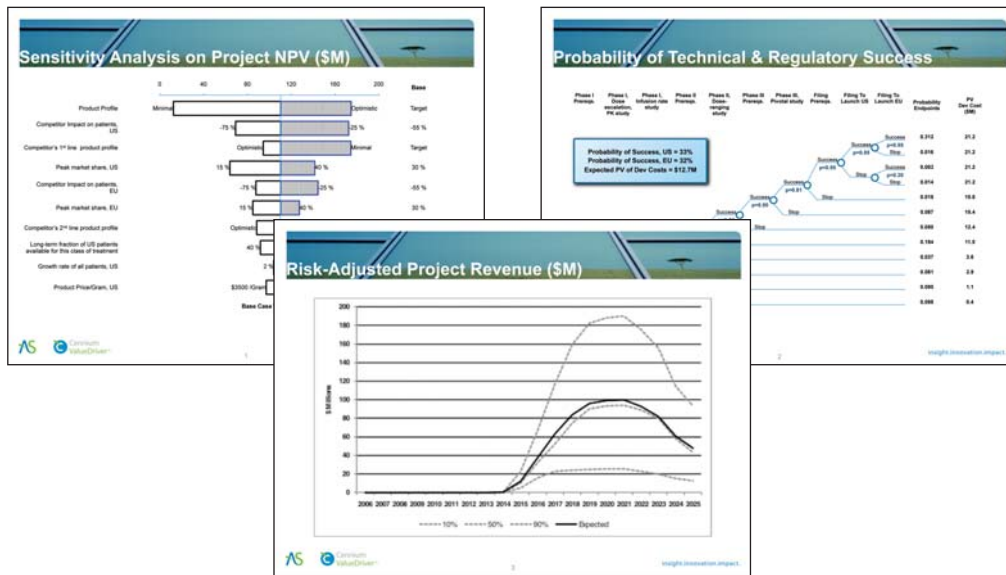
***These powerful capabilities enable users to:***

- Derive credible analyses of the time-to-market, expected development costs, market opportunity, projected revenue, and many other decision criteria
- Understand the risk and return of alternative product development options
- Identify the impact of key events such as the entry of a competitor or a change in reimbursement policy
- Arrive at the optimum strategy for pre-market and post-market products

**Realize the Full Potential of Your Asset Strategy**

**ValueDriver provides a powerful, easy-to-use analytical tool with rigorous and leading-edge analyses designed specifically for defining, valuing, and comparing asset development strategies. No other application can match ValueDriver's comprehensive analytical capabilities, which include NPV sensitivity analyses, technical and regulatory success probabilities, and risk-adjusted project revenues. ValueDriver is quickly understandable, instantly useable, and immediately beneficial to all levels of the organization.**

**Illustrative ValueDriver Analyses**



**ValueDriver provides unique analytical capabilities and user friendly screens to:**

- Structure valuations to ensure a thorough analysis of even the most complex product development plans
- Combine industry expertise and powerful analysis, enabling credible and rigorous comparison of product development options
- Perform powerful valuations quickly, efficiently, and cost-effectively at the level of depth appropriate for the decision and the organization
- Provide a framework for combining and analyzing multiple assets within a portfolio context
- Efficiently export analysis results into presentation-ready PowerPoint slides

**System requirements:**

- Processor: Pentium 3 or higher
- Hardware: Available USB Port & CD-ROM drive
- Software: Microsoft Office XP Excel/PowerPoint
- HardDrive: 10 Mb or more of available space