

Evaluation of New Business Opportunities

Avondale partnered with management of a leading Pharmaceutical company to develop and evaluate adjacent growth opportunities for investment

Activities

- Identified opportunities to leverage the existing business into new related markets / businesses
- Developed and evaluated broad based growth platforms and actionable business opportunities for both short and long-term investment using a comprehensive and analytically rigorous approach
- Evaluated market economics, competitive position, current and future demand, consumer need and consumer testing results for each business case

Results / Outcomes

- Fact based business cases for investment accompanied with thorough, analytical support
- Highly staged, pilot-orientated approach for investment to limit downside across a portfolio of business opportunities

	Illustration	Estimated Base Case Financials		
		Year 5 Revenue	NPV	IRR
Strong Strategic Rationale	Business Case A	\$250M	\$75M	19%
	Business Case B	\$50M	\$125M	38%
	Business Case C	\$5M	\$25M	30%
	Business Case D	\$20M	\$30M	35%
Strong Opportunities but Requires Platform	Business Case E	\$5M	\$40M	35%
	Business Case F	\$60M	\$50M	15%
	Business Case G	\$10M	\$10M	22%
	Business Case H	\$50M	\$35M	12%
More Distant Adjacencies	Business Case I	\$200M	\$15M	10%
	Business Case J	\$5M	\$30M	22%
	Business Case K	\$35M	\$25M	12%
	Business Case L	\$3M	\$8M	13%
Challenging Opportunity	Business Case M	\$50M	(\$100M)	6%
	Business Case N	\$5M	(\$20M)	NM
	Business Case O	\$20M	(\$10M)	5%