Pharmaceutical case study: Global Blood Therapeutics

- Review Global Blood Therapeutics’ website at globalbloodtx.com
- In your group, address the following questions:

  1. What is Global Blood Therapeutics’ strategic framework?
     - Is this a “WHAT” company or a “WHY” company?
     - What market need would they like to address?
     - What is unique or advantageous about their technology?
     - Name 5-10 stakeholders

  2. Given Global Blood Therapeutics’ goals, what activities do they need to do over the next 1-3 years?
Medical Device case study: Intersect ENT

- Review Intersect ENT website at intersectent.com
- In your group, address the following questions:

  1. What is Intersect ENT’s strategic framework?
     - Is this a “WHAT” company or a “WHY” company?
     - What market need would they like to address?
     - What is unique or advantageous about their technology?
     - Name 5-10 stakeholders

  2. Review Intersect ENT’s disclosures and answer a) Where are their products in the development cycle? and b) How are they spending their resources over the next 1-3 years?