



## Introducing: Genesis

### What is it?

Clarivate's Genesis offers an **AI-based, single-integrated solution** that supports the end-to-end launch workflow for all product launches, from quick and efficient analogue selection for **marketing planning through performance forecasting and tracking post-launch**

### Key benefits

- ✓ Forecast revenue and model success factors
- ✓ Increase prescriptions
- ✓ Generate ROI and decrease costs
- ✓ Uncover payer adoption trends
- ✓ Enhanced payer engagement strategies
- ✓ Reduce time to action
- ✓ Standardize approach and methods

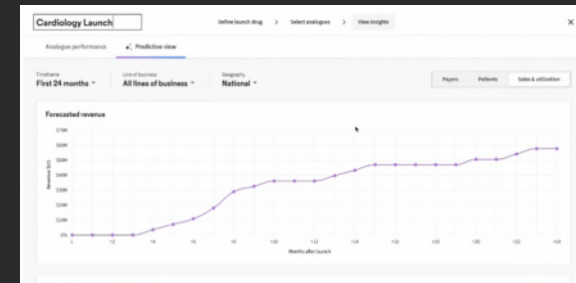
[Speak to our team](#) to see how we can power your launch ambitions.

## Navigate a wealth of information in a single user-interface

Capture robust historical performance analysis for ~2000 analogues



Predictive revenue forecasting for up to 3 years post launch



## Join our Early Adopter Program

### Gain access to:

- Early beta access & testing
- On-demand collaboration with product experts
- Influence product development and feature enhancement prioritization
- Preferred pricing
- Customizable product access

**Directly influence product direction as partners in the development cycle.**

**[Speak to our team to learn more](#)**