

Competitive Landscape Brief Template for Pain Programs

Use this template to produce a concise, decision-focused competitive brief.

Brief header

- Program name:
- Indication and pain subgroup:
- Modality and mechanism:
- Stage:
- Brief date:
- Brief owner:

1) Decision objective

State the exact decision this brief informs:

- Positioning update
- Endpoint strategy choice
- Partner diligence response
- Fundraising narrative refinement

2) Competitor table

For each comparator, capture:

- Company/program
- Indication and patient population
- Modality and mechanism claim
- Development stage and key milestones
- Endpoint strategy summary
- Public evidence sources
- Confidence level in interpretation

3) Claim substantiation matrix

For each planned claim:

- Proposed claim language
- Evidence supporting claim (citations)
- Evidence gaps
- Risk rating (low, medium, high)
- Safer alternate wording if needed

4) Differentiation map

- What you can credibly claim now
- What is likely parity with market
- What remains hypothesis and requires more evidence

5) Signal watchlist

Track near-term events that may change the landscape:

- Trial initiations and readouts
- Regulatory updates
- Partnerships and licensing activity
- Funding events tied to similar mechanisms

6) Action plan

Define top actions for next 30 days:

- Action
- Owner
- Deadline
- Success criterion

Quality checks before sharing

- Every external claim has at least one source URL.
- Uncertainty is explicit where evidence is mixed.
- Language is clear on what is established versus exploratory.

NociWise note: B2B consulting only. This template is for strategy and communication planning.