



## BioXcel Expands Its Capability in Business Analytics Support Services

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NEW HAVEN, Conn., June 17 /PRNewswire-FirstCall/ -- BioXcel Corporation today announced a strategic partnership with the ASDO Consulting Group (ASDO), a leading consulting company serving the healthcare industry.

BioXcel, a global business analytics company, will combine forces with ASDO's industry-experienced consultants to expand its repertoire of services. These include business analytics to support licensing/due-diligence, competitive intelligence, IP analytics, and equity research (on-shore/off-shore model). With the ASDO partnership, the combined services will now include corporate and brand strategies, pre/post-launch commercialization solutions including market opportunity assessment, pricing, and reimbursement. Target industries include pharmaceutical, biotechnology, medical device, diagnostic, life science, IP firms, investment banks, and related support industries.

"We are delighted to be working with ASDO," said Krishnan Nandabalan, CEO and co-founder of BioXcel. "The partnership combines our joint expertise into a very broad, significant force in the analytics and commercial marketplace. We can now serve our clients at every point in their business model -- from R&D to all the commercial challenges facing today's complex global healthcare industry. This paradigm pioneers a new brand of comprehensive, seamless services that will change the way companies seek expertise, acquire information, and manage resources."

Hovan Asdourian, CEO and Principal Consultant of ASDO, commented, "This is a great synergistic relationship for our two companies. We can now offer clients a comprehensive and integrated set of services from the earliest stages of product discovery and development through all the marketing and commercial aspects that drive corporate strategy and profitability."

About BioXcel Corporation (<http://www.bioxcel.com>)

Headquartered in New Haven, CT, BioXcel offers analytics (licensing, intelligence, IP), financial modeling, and sales/marketing services to the biopharma sector and related industries worldwide. Its global delivery platform capitalizes on an experienced team of US-based executives, its unique knowledgebases, institutionalized processes, and the BioXcel Analytical and Commercial Center in India with a team of PhDs, MDs, MBAs, IP experts, and MS/Btech analysts. BioXcel also assists clients in opening markets throughout India and other emerging Asian territories.

About ASDO Consulting Group (<http://www.asdoinc.com>)

The ASDO Consulting Group was established in the year 2000 to provide specialized commercialization support services to healthcare industries. With over seventy-five years combined industry/consulting experience, its principals have an in-depth understanding of commercialization issues from pre-clinical through launch and beyond. ASDO delivers actionable sales/marketing strategies in challenging, competitive markets with experience in all major therapeutic areas (oncology, CNS, cardiovascular, metabolic diseases, among others), diagnostics, and medical devices.

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