

Entry Schedule Fact Book

Date

Competitive Entry Schedule or Drug Trial

Company	Competitive Platform	Year # 1				Year # 2				Year # 3				Year # 4			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Company 1	Product A																
	Product B																
Company 2	Product C																
	Product D																
Company 3	Product E																
	Product F																
Company 4	Product G																
	Product H																
Company 5	Product I																
	Product J																

Legend:

- C = Clinical Trial Begins
- D = Regulatory Submission
- R = Regulatory Approval
- L = Launch

Figure 18.2 Entry schedule fact book