DPMX Trial User Guide

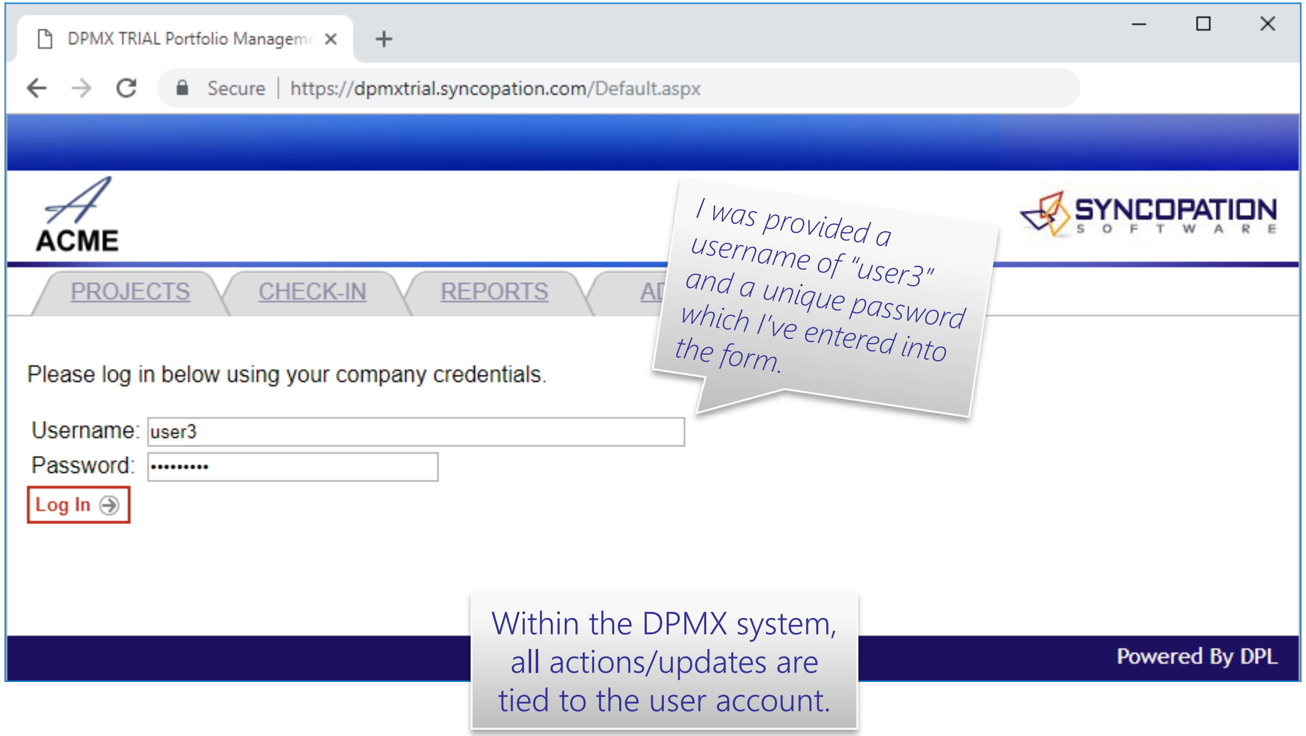
A Cloud-based, On-demand Portfolio Analytic System

Accessing your DPMX Trial

To access your DPMX trial:

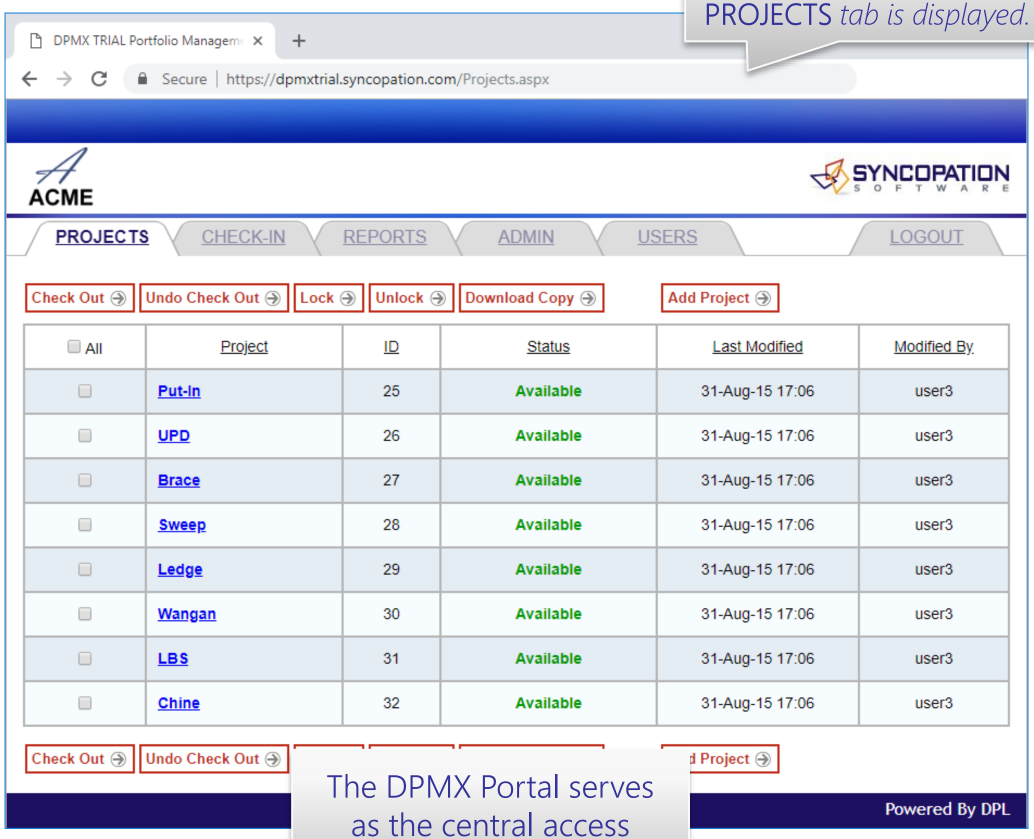
→ Open a web browser and go to: https://www.dpmxtrial.syncopation.com

→ Enter the Username and Password contained in the email with the subject *Login Details for your DPMX Trial* to login to the DPMX System



Guide Overview

I am now logged into the DPMX Portal. Initially the PROJECTS *tab is displayed.*



The DPMX Portal serves as the central access point for the system.

The DPMX Trial User Guide will assist you in completing basic tasks within the DPMX Trial system provide an overview of how the system works.

1. Check Out a Project -- *(Slide 5)*
2. Edit a Project -- *(Slides 6-7)*
3. Check In a Project -- *(Slide 8)*
4. View Reports -- *(Slides 9-12)*
5. Create a New Project -- *(Slide 13)*
6. Enter Data for a New Project -- *(Slide 14-15)*
7. Create a New Report -- *(Slide 16-19)*
8. Appendix -- *(Slide 21-30)*
9. DPMX System Overview -- *(Slide 31)*
10. DPMX Resource List -- *(Slide 32)*

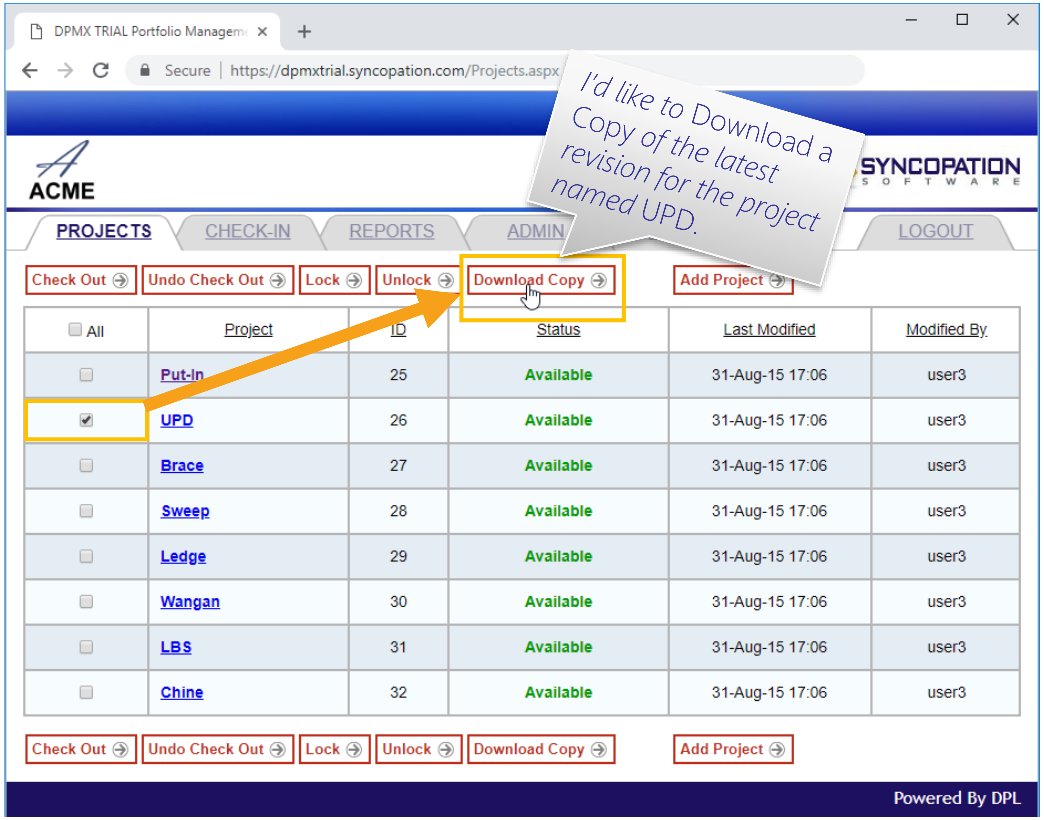
The PROJECTS Tab

All the projects you have access to are listed within the PROJECTS tab. From here you can select project(s) to check out and make edits to, lock/unlock, download a copy of, or view project history for. To select project(s) check the box in the left-most selection column for the desired project(s) and then click the button for the action you'd like to complete.

Download Copy: You can download and view the latest revision of any project (*Available, Locked,* or *Checked-Out*) by selecting the project(s) and clicking the *Download Copy* button. You will not be able to edit the project.

Lock **Unlock**: You can lock a project by selecting the applicable project(s) and clicking the *Lock* button. To unlock, select the locked project(s) and click the *Unlock* button. Locking a project prevents anyone from editing it. Typically this functionality would be reserved for an admin user.

View Project History: You can view all of the historical revision's for a particular project by clicking on the name of the project of interest.



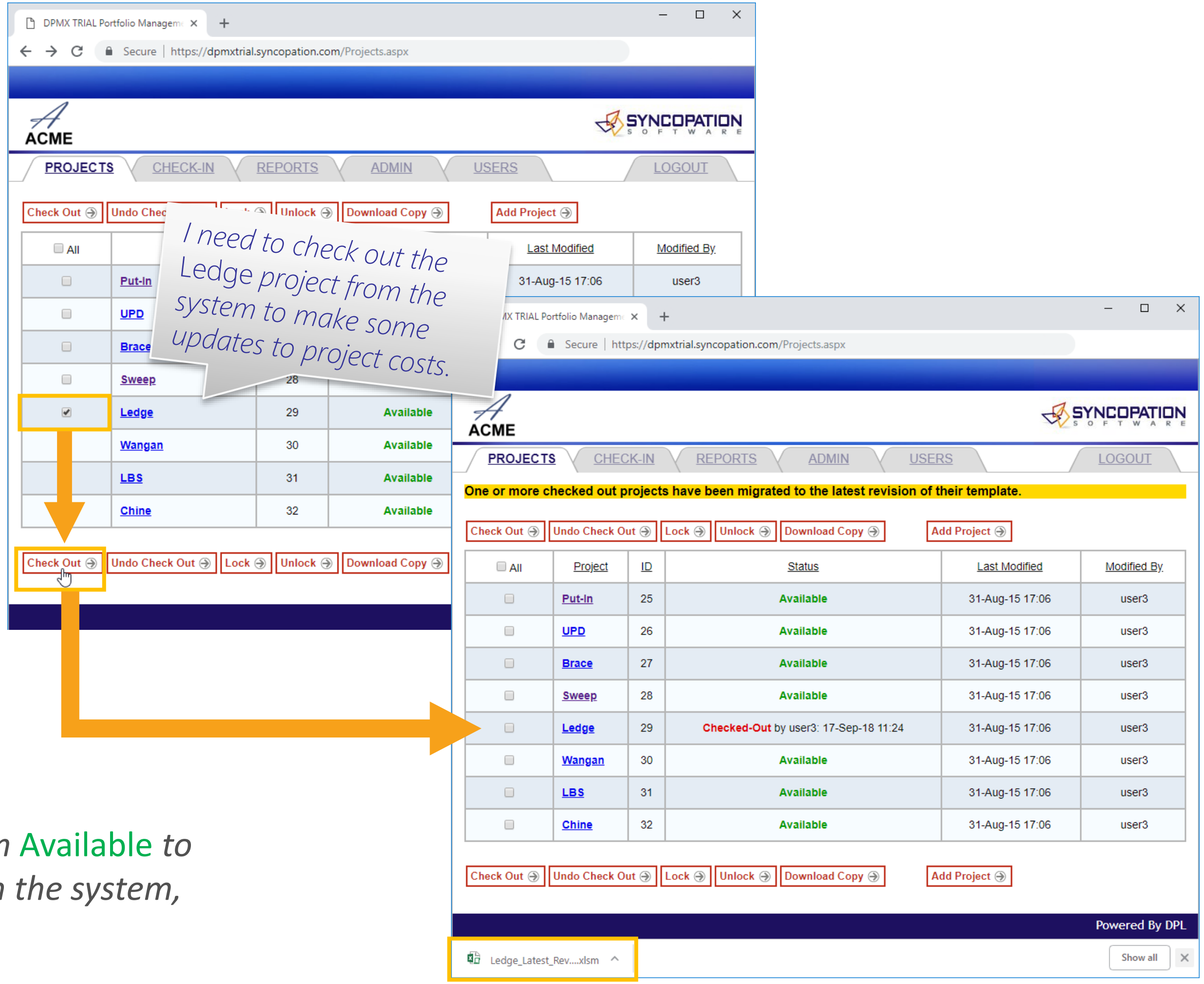
Checking Out a Project

To check out a project:

- → Select the *PROJECTS* tab
- → Select one or more available project(s) by checking its box in the left-most selection column.
- → Click the *Check Out* button
- → Save the file to your local machine
- → Open the file in Excel to make edits

Undo Check Out : If you check out a project(s) erroneously you can select the applicable project(s) and click the *Undo Check Out* button. The selected project(s) will be immediately checked back in to the DPMX System with no changes so that others may check it out.

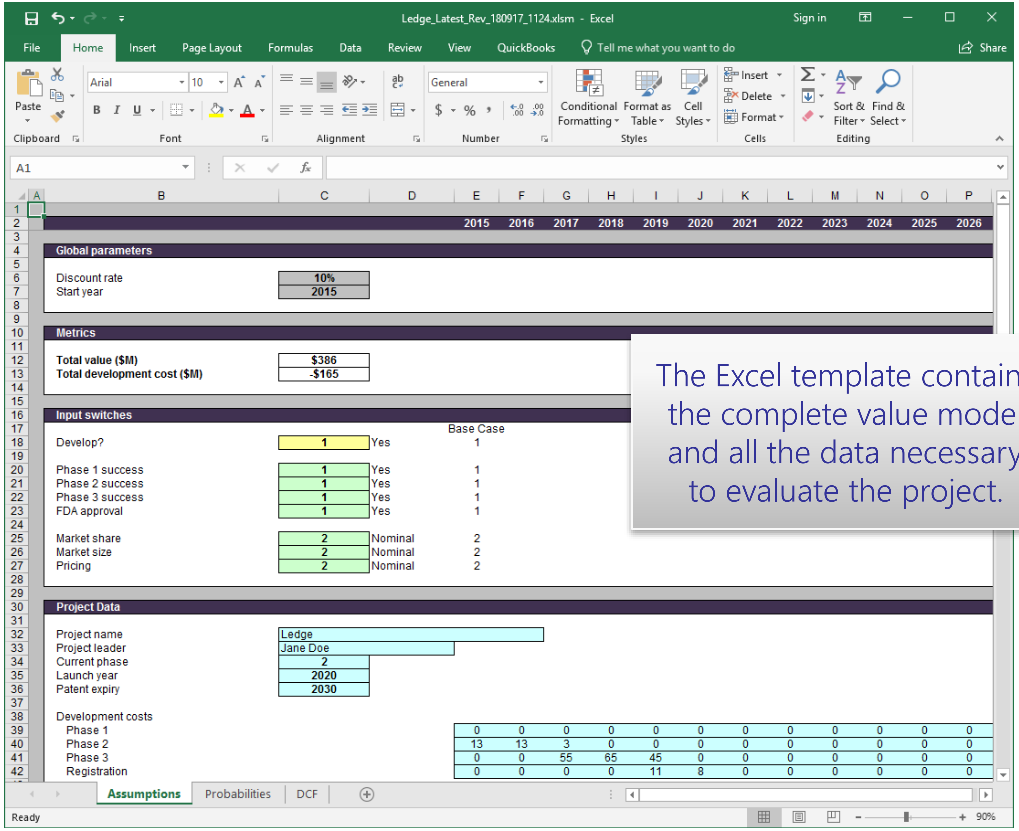
After checking out a project, its status changes from Available to Checked-Out, indicating that the project is locked in the system, ensuring no simultaneous edits will occur.



Editing a Project

To edit a project:

- → Edit the applicable blue shaded input cell(s) in the Excel file
- → Save the file to a convenient location for checking in



The Excel template contains the complete value model and all the data necessary to evaluate the project.

Project data is edited via an Excel template. Editing a project is the same as editing any Excel spreadsheet.

Shaded cells are linked to DPL, the analytic engine behind the DPMX system. The table below explains what each shade means:

Editable in template; saved to database	
Input	Blue-shaded cells contain inputs (costs, timing, probabilities, etc.) that can be edited. These values will be uploaded to the database upon checking in the template.

Editable in template; not saved to database	
Decision Switch	Yellow-shaded cells contains flag values that correspond to decision alternatives.
Uncertainty Switch	Green-shaded cells contains flag values that correspond to uncertain outcomes.

Not editable in template	
Parameter	Gray-shaded cells contain portfolio wide parameters (Ex., Discount rate, Start year)
Calculations	Unshaded cells contain values not linked to DPL, calculations and formulas

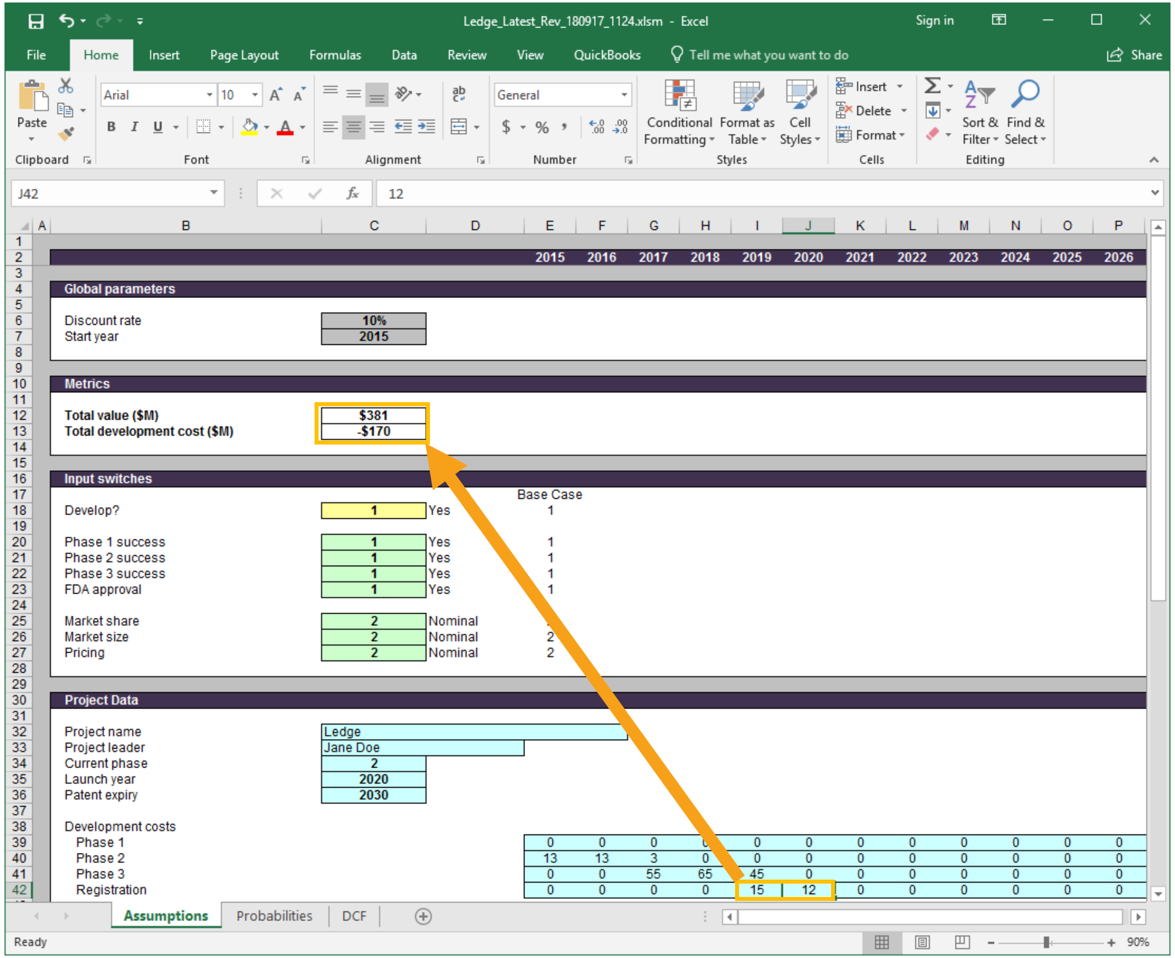
Editing a Project (Cont.)

Let's assume registration costs in years 2019 and 2020 for the Ledge *project are going to be higher than we initially anticipated. I'll update cells I42:J42 to be 15 and 12, respectively.*

Notice when the project costs are edited, the Total value *(C12) and* Total Development cost *(C13) are updated to reflect the change.*

Once finished I'll save the updated Excel template to a convenient location for checking it back into the DPMX System.

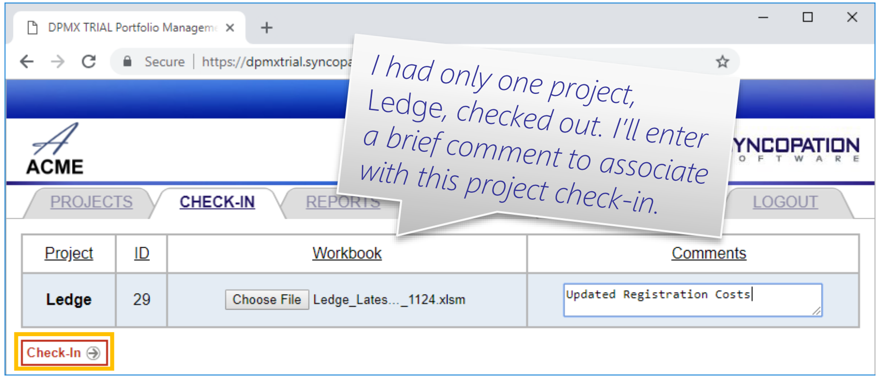
Real-time feedback of project valuation metrics in Excel helps to increase ownership and reduce errors.



Checking In a Project

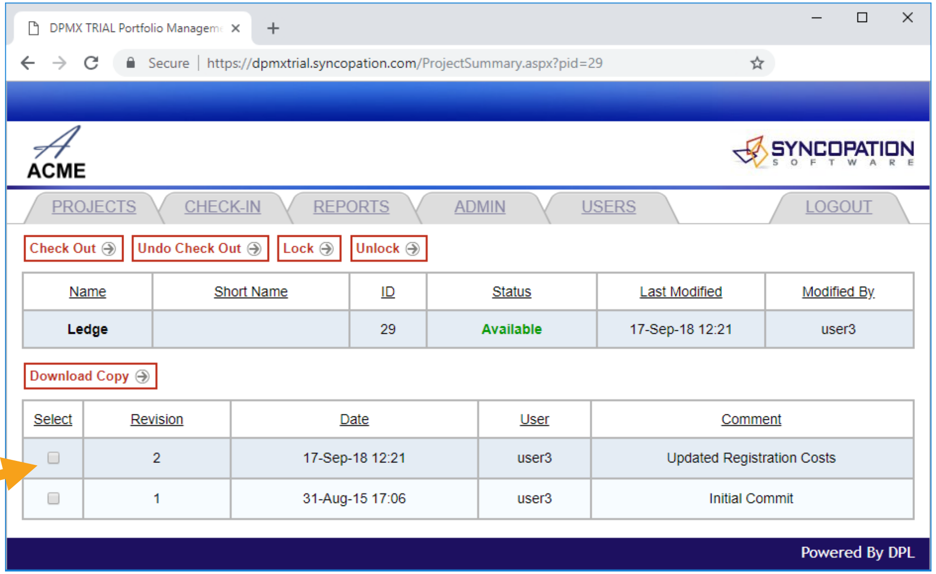
To check in a project:

- Select the *CHECK-IN* tab – you'll see a list of projects you have currently checked-out
- Under *Workbook* click the *Choose file…* button and select the updated template file
- Optionally add comments to associate with the check in and click the *Check-In* button



Upon check in, DPMX uploads the data to the central portfolio database; timestamped, revision tracked and linked to the user who checked it out.

DPMX re-evaluates the portfolio regularly to capture updated project and portfolio results for on-demand access to graphical and numeric reports.



On the PROJECTS tab the Ledge project is set to Available again and Last Modified *date has been updated. If you click on the* Ledge *project you can view the project status and a list of all previous revisions. Download a copy of a previous revision by selecting it and clicking the* Download Copy *button.*

Viewing Reports

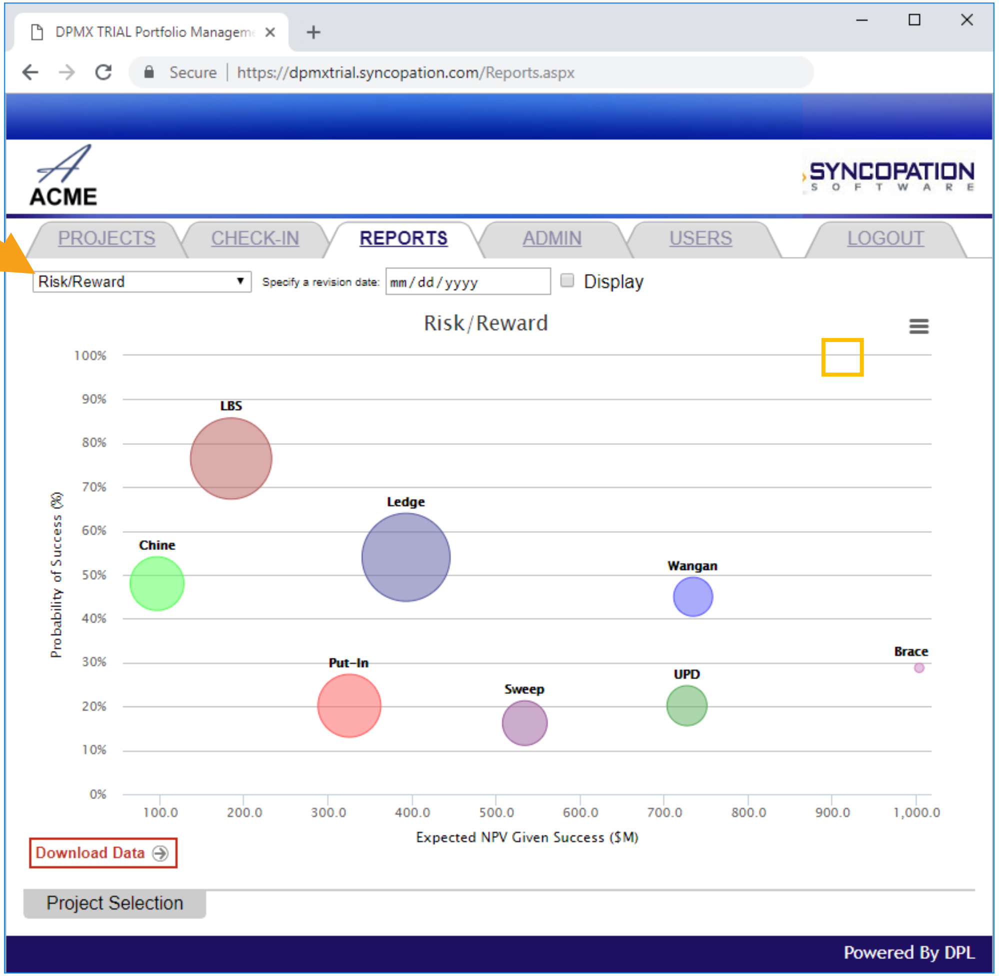
To view reports:

- → Click the *REPORTS* tab – initially a *Risk/Reward* chart is displayed
- → Use the drop-down menu to view the desired report

Download Data : You can download the underlying data for the report displayed for further analyses via the *Download Data* button. The file is a comma separated value file for easy load into Excel and other applications.

You can download the active chart image in various image formats (.png, .jpeg, .pdf, .svg) for use in other application via the small button at the top, right hand corner of the chart (≡).

DPMX offers many attractive, management-friendly default chart types and the ability to quickly create custom reports and charts.



Viewing Reports

Project Selection : You can hide individual project(s) or categories of projects from the active report by clicking *Project Selection* to maximize the form and un-checking the project category(s) or individual project(s) and clicking *Update*.

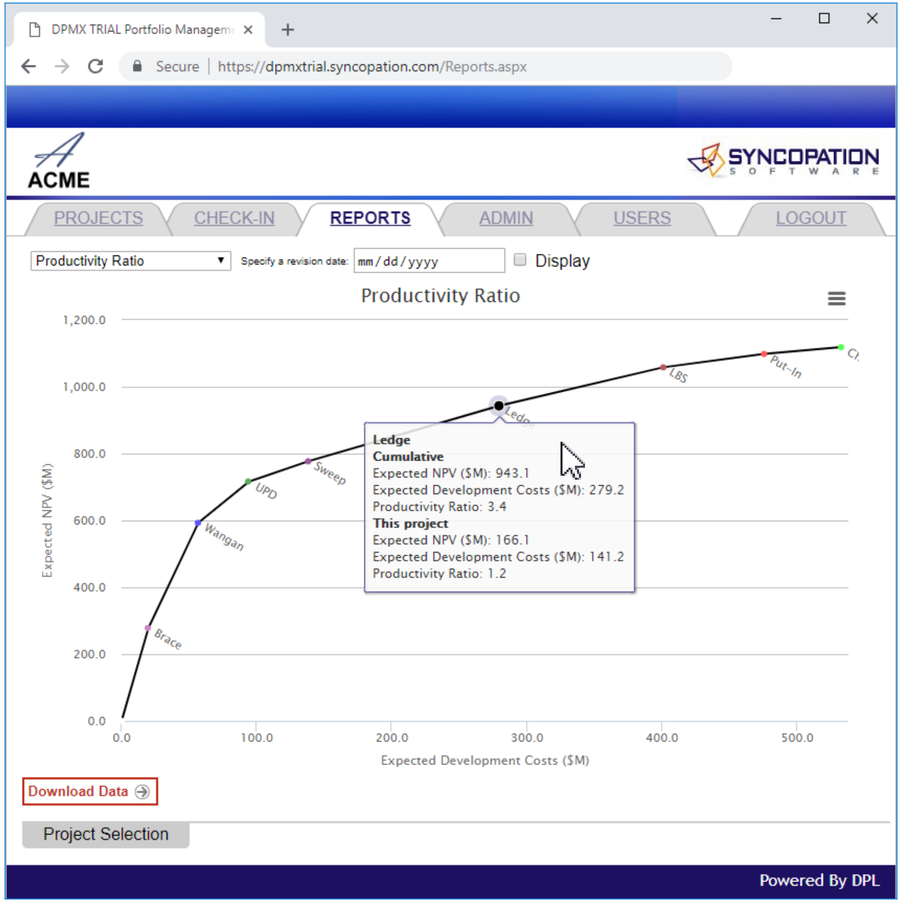
Click a project category (Ex: *Final Design*) to expand it and view the projects within it. Click *Reset Selection* to remove any project selection filters (all project will be selected and shown in the active chart).

The projects within the DPMX Trial system are divided into two Business Units (set up as project categories) within the DPMX Trial system: Hydrodynamic Solutions and Equilibrium Products. There are also categories set up for Project Type and Stage.

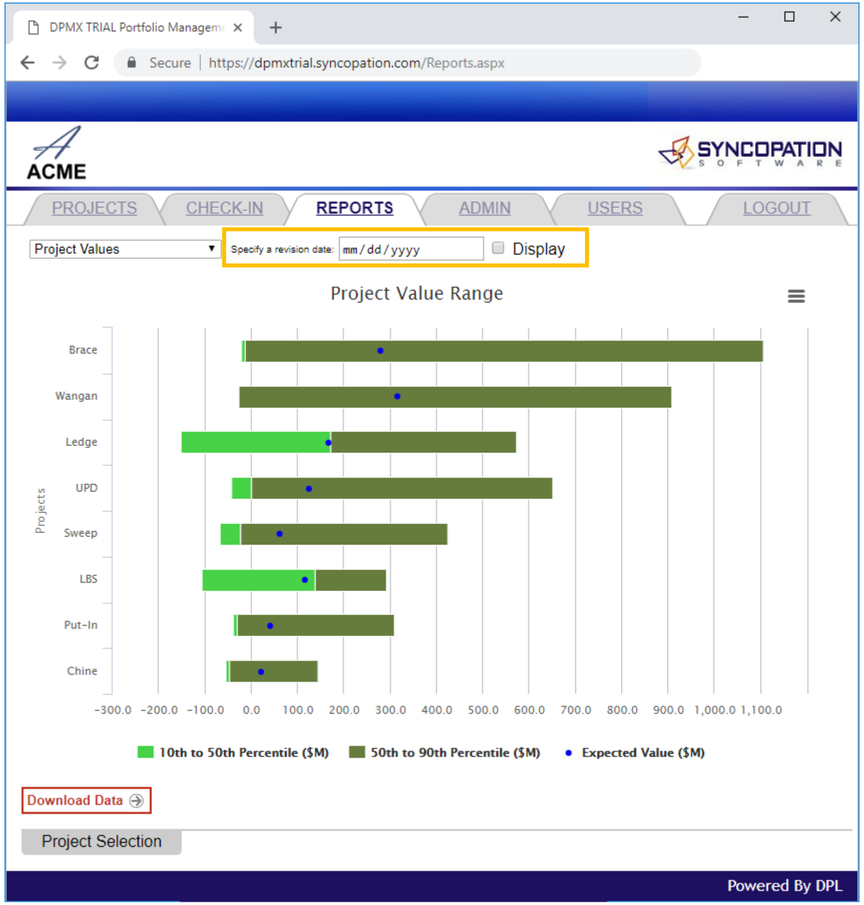
I'd like to see a Costs bar chart for just the projects within the Hydrodynamic Solutions business unit.

You can easily define the level of user access to project inputs and results at the project, business unit, or portfolio level.

Viewing Reports

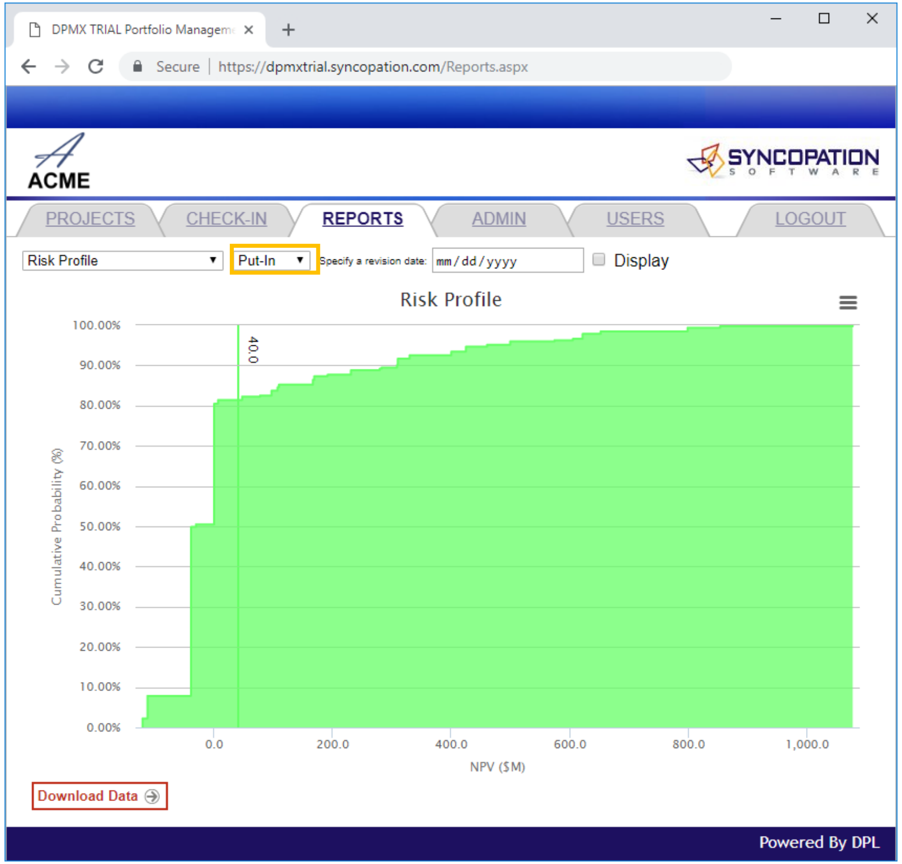


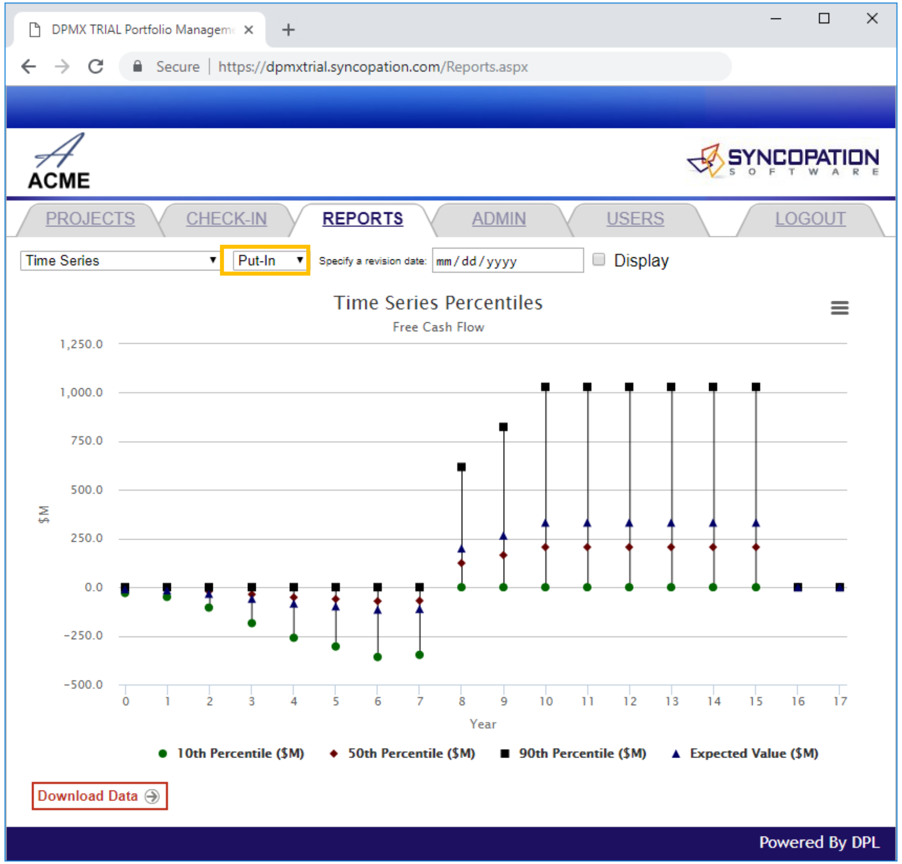
Hovering your mouse cursor over a point brings up a tool tip that provides the data underlying that particular point.



You can compare data from previous revision to current within a given chart by specifying a revision date and checking display.

Viewing Reports





Note: Some reports, like the Risk Profile *and* Time Series Percentiles *above, display data for a single project. The* Project *drop-down can be used to change which project is displayed.*

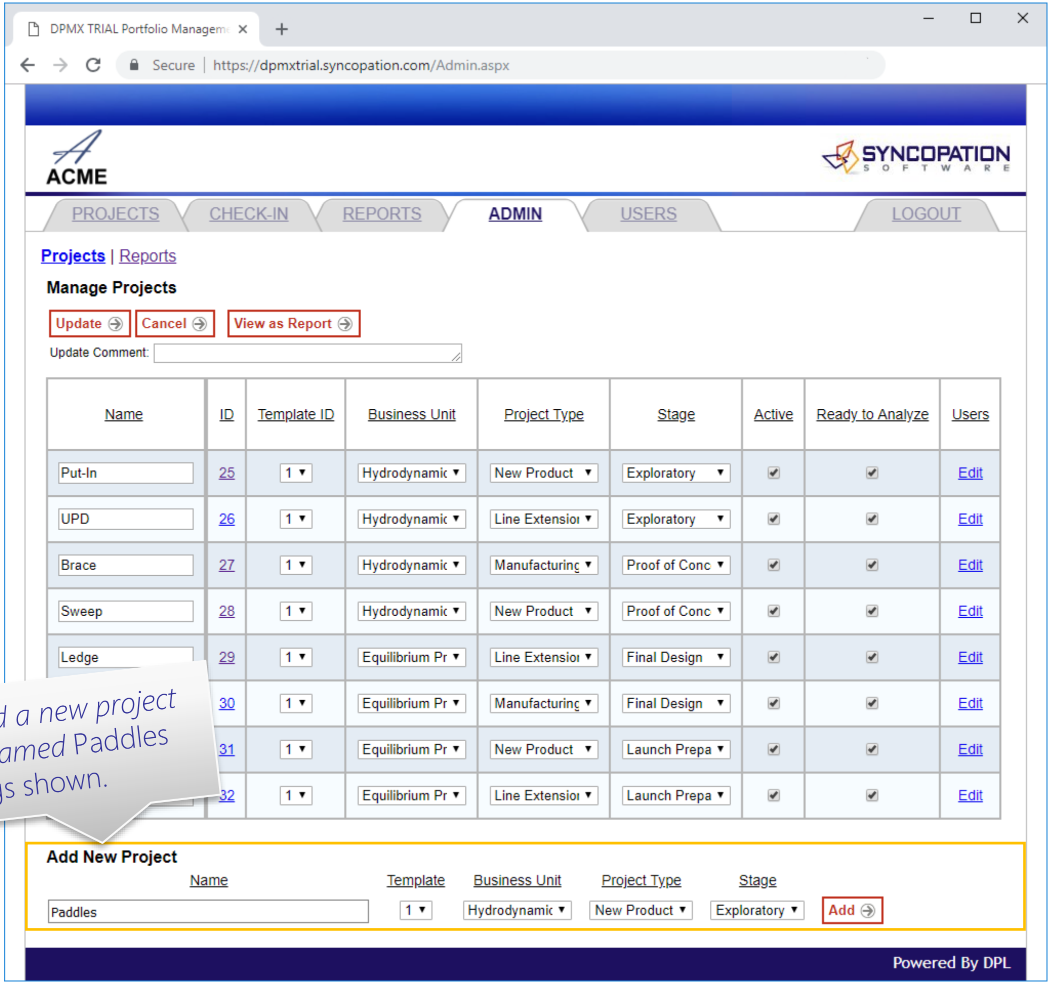
Creating a New Project

Within the ADMIN | Projects page you can re-name projects, assign template and project categories to projects, set project status to active/inactive, indicate if the project is ready for analysis, and set up user permissions for a given project (for admins).

To create a new project:

- → Click the *ADMIN* tab - the *Projects* tab is active
- → Use the form at the bottom of the page to create a new project. Specify the following:
  - Name
  - Template (there is only one template in the trial system)
  - Business Class/Project Type/ Stage
- → Click the *Add* button to add the new project to the portfolio

I'm going to add a new project to the system named Paddles with the settings shown.

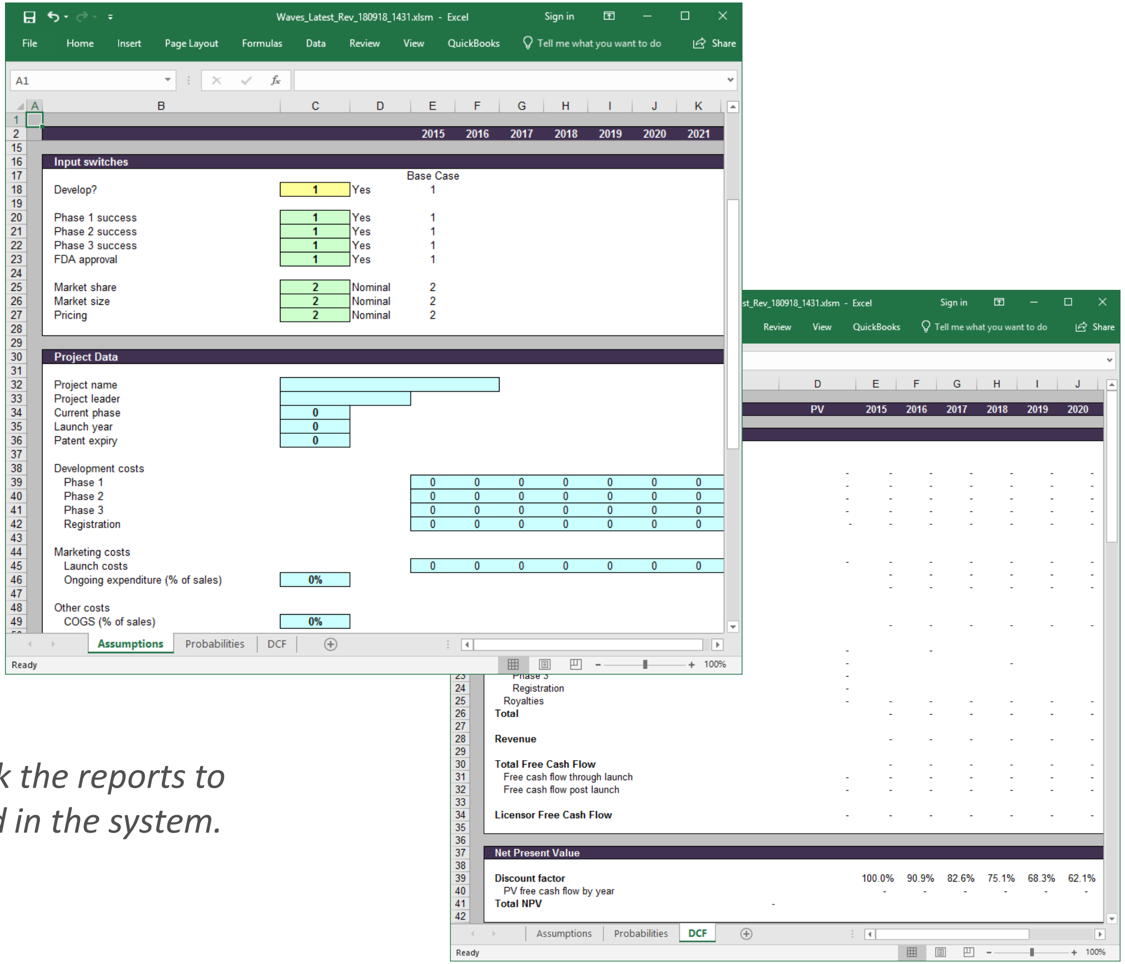


Entering Data for New Project

The Excel template for the new project, Paddles, will have no data initially but the template structure, named ranges, formatting and formulas will be set up. The new project needs to be checked out, populated with data, and then checked backed into the system.

To enter/edit data for a new Project:

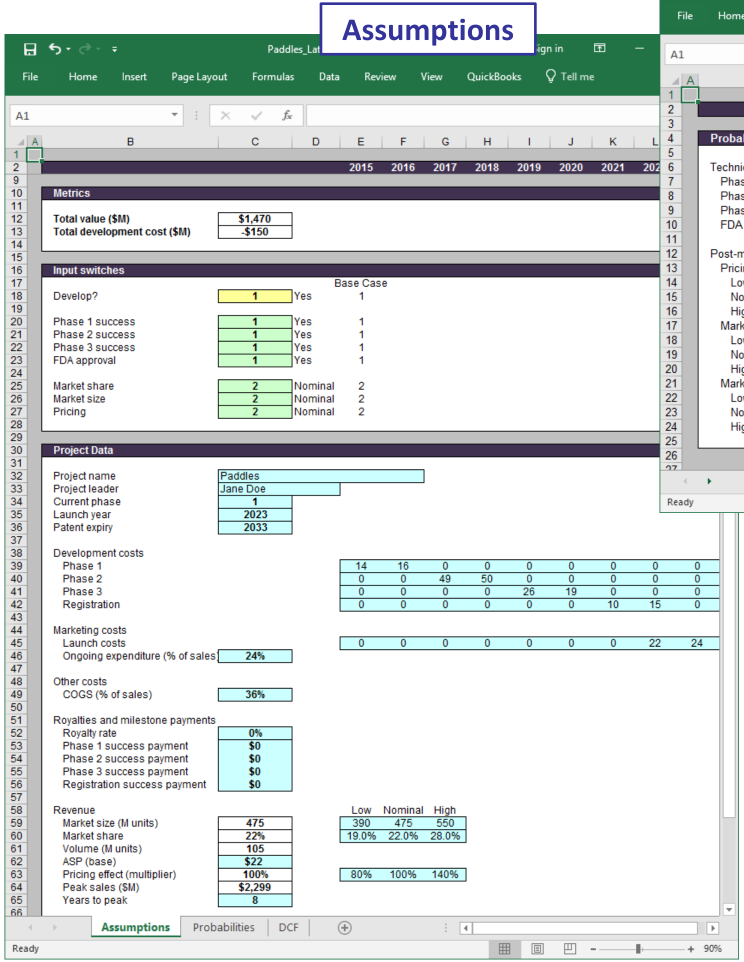
- → Click the *PROJECTS* tab
- → Check out the new project as described on Slide 5
- → Enter/edit the data in the blue shaded inputs cells and save it
- → Check the template back in to the DPMX System as described in Slide 8



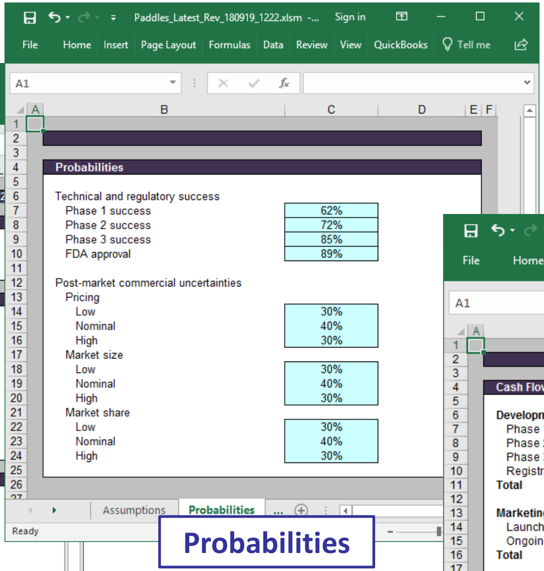
After the next re-evaluation of the portfolio, you can check the reports to ensure that the new project has been captured and stored in the system.

Entering Data for New Project (Cont.)

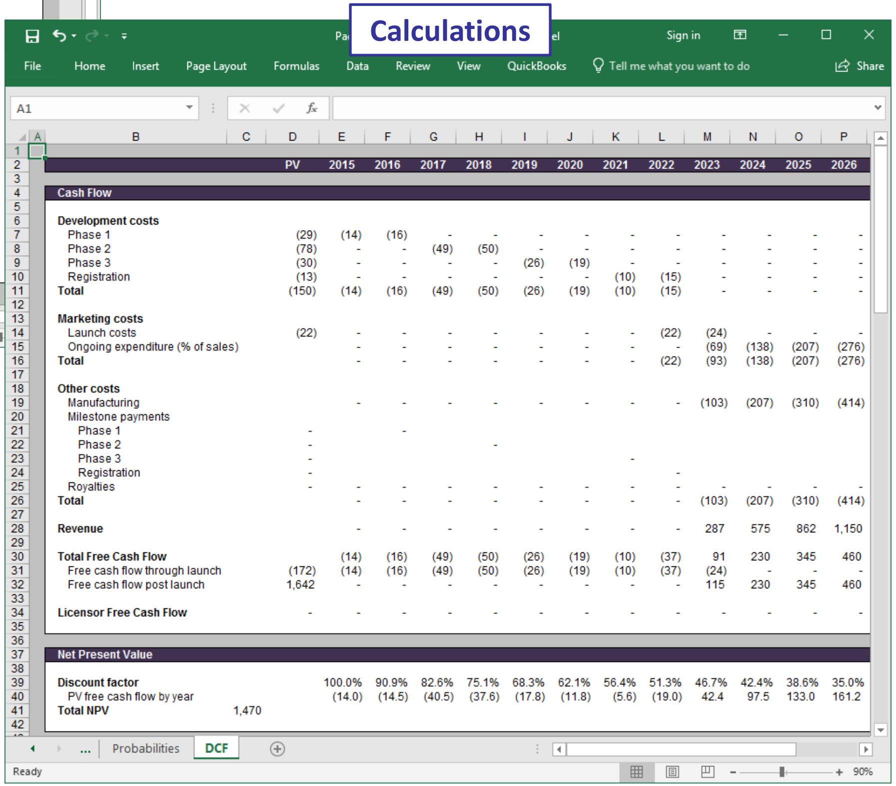
I've entered data for all the applicable blue shaded cells. Consequently, Total value and Total development costs have been calculated for the new project.



				2015	2016	2017	2018	2019	2020	2021	202
Metrics											
Total value ($M)	$1,470										
Total development cost ($M)	-$150										
Input switches			Base Case								
Develop?	1	Yes	1								
Phase 1 success	1	Yes	1								
Phase 2 success	1	Yes	1								
Phase 3 success	1	Yes	1								
FDA approval	1	Yes	1								
Market share	2	Nominal	2								
Market size	2	Nominal	2								
Pricing	2	Nominal	2								
Project Data											
Project name	Paddles										
Project leader	Jane Doe										
Current phase	1										
Launch year	2023										
Patent expiry	2033										
Development costs											
Phase 1				14	16	0	0	0	0	0	0	0
Phase 2				0	0	49	50	0	0	0	0	0
Phase 3				0	0	0	0	26	19	0	0	0
Registration				0	0	0	0	0	0	10	15	0
Marketing costs											
Launch costs				0	0	0	0	0	0	0	22	24
Ongoing expenditure (% of sales)	24%										
Other costs											
COGS (% of sales)	36%										
Royalties and milestone payments											
Royalty rate	0%										
Phase 1 success payment	$0										
Phase 2 success payment	$0										
Phase 3 success payment	$0										
Registration success payment	$0										
Revenue				Low	Nominal	High					
Market size (M units)	475			390	475	550					
Market share	22%			19.0%	22.0%	28.0%					
Volume (M units)	105										
ASP (base)	$22										
Pricing effect (multiplier)	100%			80%	100%	140%					
Peak sales ($M)	$2,299										
Years to peak	8										



Probabilities	
Technical and regulatory success	
Phase 1 success	62%
Phase 2 success	72%
Phase 3 success	85%
FDA approval	89%
Post-market commercial uncertainties	
Pricing	
Low	30%
Nominal	40%
High	30%
Market size	
Low	30%
Nominal	40%
High	30%
Market share	
Low	30%
Nominal	40%
High	30%

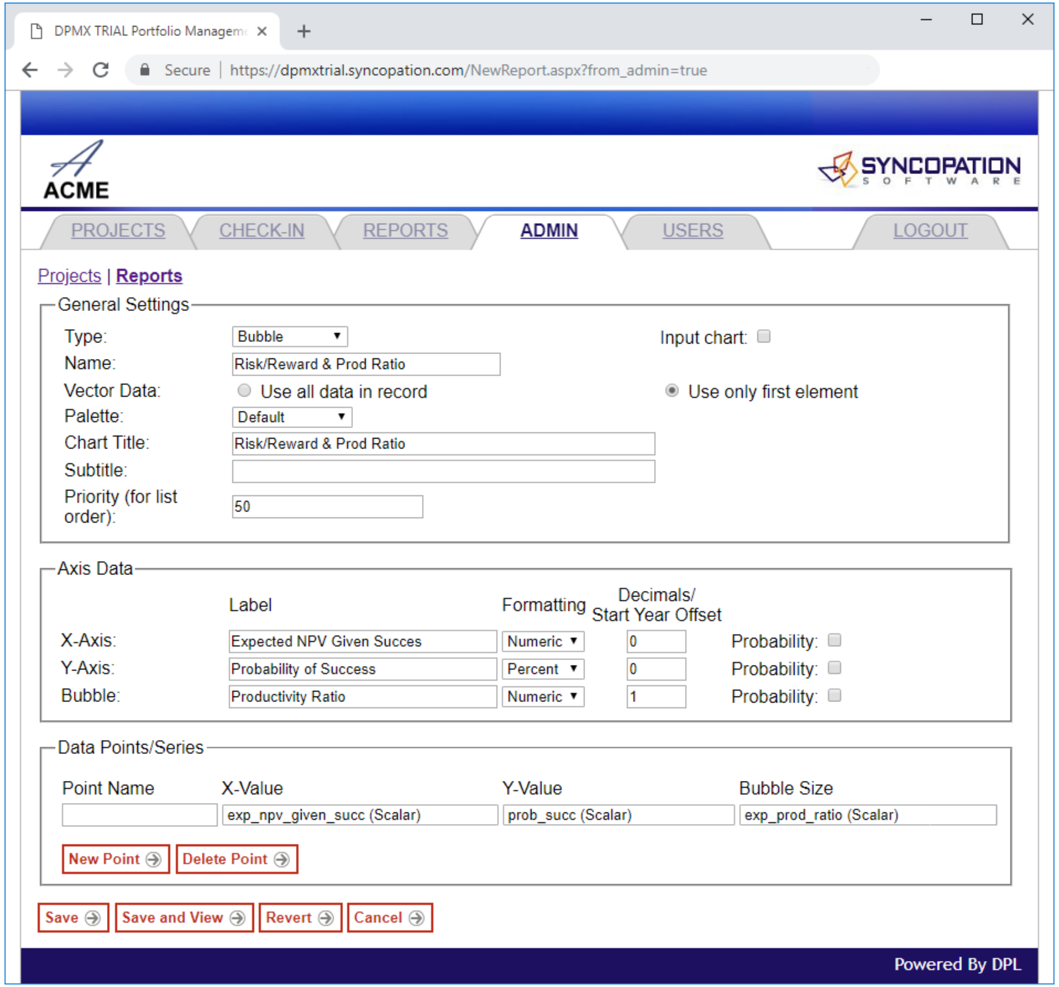


		PV	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Cash Flow														
Development costs														
Phase 1		(29)	(14)	(16)	-	-	-	-	-	-	-	-	-	-
Phase 2		(78)	-	-	(49)	(50)	-	-	-	-	-	-	-	-
Phase 3		(30)	-	-	-	-	(26)	(19)	-	-	-	-	-	-
Registration		(13)	-	-	-	-	-	-	(10)	(15)	-	-	-	-
Total		(150)	(14)	(16)	(49)	(50)	(26)	(19)	(10)	(15)	-	-	-	-
Marketing costs														
Launch costs		(22)	-	-	-	-	-	-	-	(22)	(24)	-	-	-
Ongoing expenditure (% of sales)			-	-	-	-	-	-	-	-	(69)	(138)	(207)	(276)
Total			-	-	-	-	-	-	-	(22)	(93)	(138)	(207)	(276)
Other costs														
Manufacturing			-	-	-	-	-	-	-	-	(103)	(207)	(310)	(414)
Milestone payments														
Phase 1		-		-										
Phase 2		-				-								
Phase 3		-							-					
Registration		-								-				
Royalties		-	-	-	-	-	-	-	-	-	-	-	-	-
Total			-	-	-	-	-	-	-	-	(103)	(207)	(310)	(414)
Revenue			-	-	-	-	-	-	-	-	287	575	862	1,150
Total Free Cash Flow			(14)	(16)	(49)	(50)	(26)	(19)	(10)	(37)	91	230	345	460
Free cash flow through launch		(172)	(14)	(16)	(49)	(50)	(26)	(19)	(10)	(37)	(24)	-	-	-
Free cash flow post launch		1,642	-	-	-	-	-	-	-	-	115	230	345	460
Licensor Free Cash Flow		-	-	-	-	-	-	-	-	-	-	-	-	-
Net Present Value														
Discount factor			100.0%	90.9%	82.6%	75.1%	68.3%	62.1%	56.4%	51.3%	46.7%	42.4%	38.6%	35.0%
PV free cash flow by year			(14.0)	(14.5)	(40.5)	(37.6)	(17.8)	(11.8)	(5.6)	(19.0)	42.4	97.5	133.0	161.2
Total NPV	1,470													

Creating a New Report

All reports available are listed within the ADMIN | Reports *page along with their report ID and type. Admins can modify or delete default reports via the table.*

Let's assume I'd like to create a new type of bubble chart that is similar to the default Risk/Reward chart but with the bubbles sized by the project's productivity ratio.



To create a new report:

1. Click the *ADMIN* tab, then the *Reports* link
2. Click the *Create* button
3. Under *General Settings*, set the *Type* to *Bubble*
4. For *Name* enter *Risk/Reward & Prod Ratio,* copy this to the *Chart Title* field
5. Supply the Axes labels and format within the *Axis Data* section as shown
6. Specify the data to be included in the chart within the *Data Points/Series* section as shown
7. Click the *Save and View* button

Creating a New Report (Cont.)

The report is generated, and you'll be taken to the REPORTS *tab to view it.*

To make edits to a custom report:

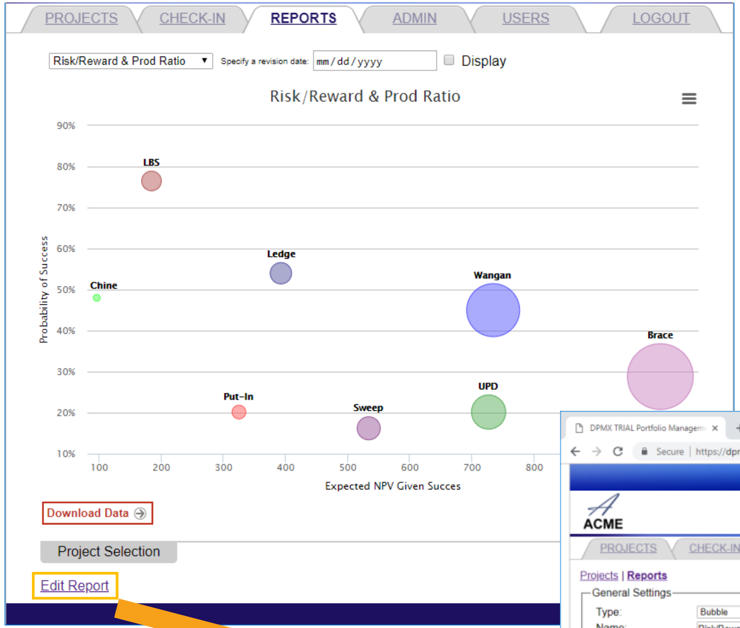
→ Click the *Edit Report* link

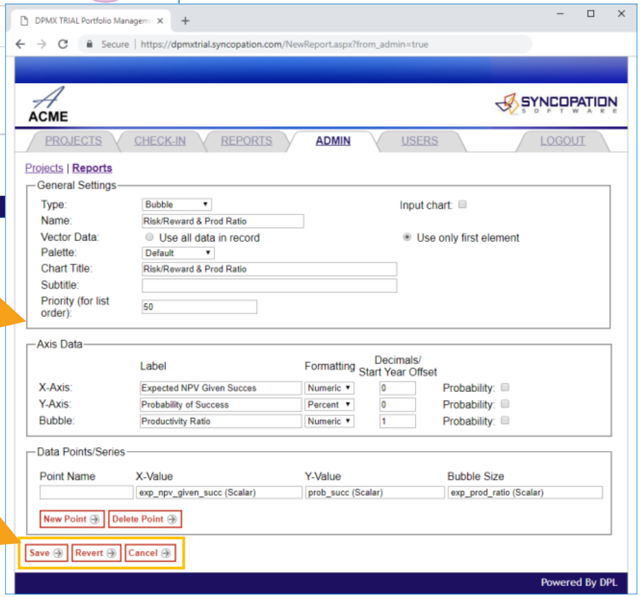
This will bring you back to the reports set up page to make edits.

Save : When editing an existing report, notice that the *Create* button has reverted to *Save*. The *Save* button saves any changes made to report settings, re-generates the report, and displays it.

Revert : The *Revert* button reverts report settings to their original state – i.e., back to a blank form when initially creating a report or to the original settings for an already existing report.

Cancel : The *Cancel* button discards any changes made to the report settings and brings you to the reports tab if no custom chart has been created or back to the custom chart you were editing.





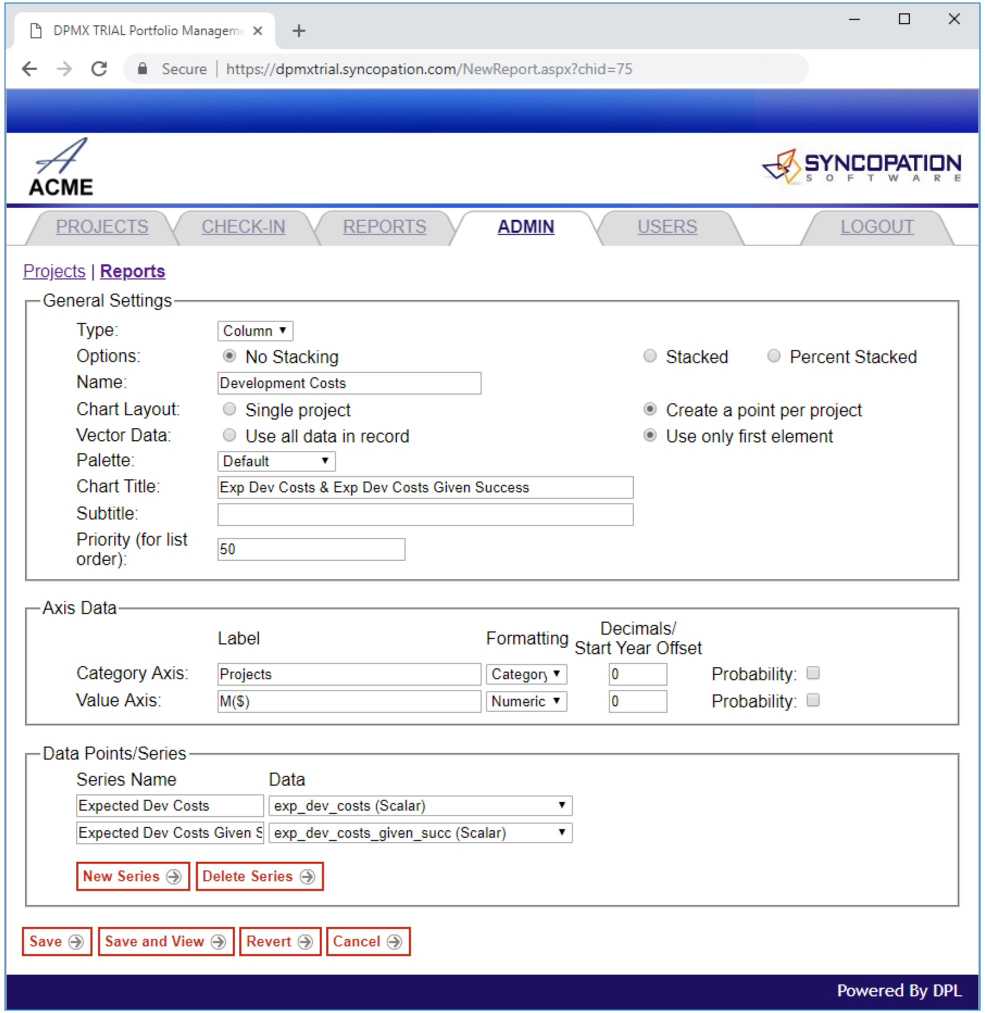
Creating a New Report (Cont.)

Let's assume I also want to create a new column chart that displays Expected Development Costs and Expected Development Costs Given Success for each project on a single chart.

To create this custom report:

1. Go to *Admin* | *Reports* and click the *Create* button
2. Set *Type* to *Column*
3. Provide a Name for the chart
4. Set *Chart Layout* to *Create a point per project*
5. For *Vector Data* select *Use only first element*
6. For the first series select "exp_dev_costs" from the drop down
7. Click the *New Series* button and select "exp_dev_costs_given_succ" for the second series
8. Fill in the *Axis Data* and *Series Name* as shown
9. Click the *Create* button

Setting Vector Data *to the first element only allows you to include multiple scalar values per project to the report.*



Creating a New Report (Cont.)

The column chart generated has a point per project with two bars per point as shown at the right. If you had created a series per project instead, the chart would have had two points with a different bar for each project as shown below.

A Series per Project

A Point per Project