



International Business Development
Strategy and Implementation

MEDICAL DEVICE MARKET ASSESSMENT

Assessing the US potential for an EU company's diagnostic monitoring device

Background

- European client had a prototype cardiac monitor, with data demonstrating superior early ischemia detection. Investors wanted to know if there was a US market opportunity for an application using the technology and, if so, what were viable options for pursuing that would generate a reasonable ROI off the investment.

Challenges

- Early stage technology assessment

TCG Approach

- Define what unmet medical needs the product had the potential to address
- Interview leading anesthesiologists and cardiac surgeons and academics to validate the unmet needs and identify any obstacles to successful market development.
- Contact leading cardiovascular companies to determine partnering interest.

Results

- Analysis revealed a poor ischemia opportunity, due to limitations with the physical configuration of the device but, that alternatively, a new market opportunity existed that would capitalize on the unique features of the technology.

Value to Client

- The client avoided making a costly and potentially poor performing investment, and at the same time was able to fund a new promising direction for the technology