



International Business Development
Strategy and Implementation

CASE STUDY

BIOPHARMA TECHNOLOGY OPPORTUNITY ASSESSMENT

Assessing the market potential for a novel active ingredient

Background

- Company had a patented active ingredient with unknown market potential. Investors wanted to determine whether to fund further development.

Challenges

- How to value a technology where the mechanism of action is so novel that few researchers are familiar with the topic.
- How to value a niche where few pharmaceutical companies have commercial expertise.

TCG Approach

- Define what unmet medical needs the product would address through primary and secondary market research.
- Identify companies with pipelines and research interests in the disease areas.
- Contact the companies and qualify their interests.

Results

- The analysis identified a marginal return, at best, for the investment.

Value to Client

- Helped the company's investors avoid a costly and poor performing investment.

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