



International Business Development
Strategy and Implementation

CASE STUDY

MARKET OPPORTUNITY ASSESSMENT

Determining the best application for a novel imaging technology

Background

- Early stage university spin-out had a unique imaging technology with applications focused on a narrow set of indications across diverse markets.

Challenges

- Determine the most significant areas of unmet need so the company could develop a focused business plan.
- Budgets were tight - management was under significant pressure from investors to deliver.

TCG Approach

- Collaborate with the company's scientists to determine the differentiating features of the technology.
- Conduct a strategy workshop with broadly experienced marketing directors from diverse medical market segments to brainstorm potential industries and applications.
- Prioritize potential areas for application of the technology.
- Interview industry experts from these markets and determine the perceived need for the potential benefits the new technology offered versus current imaging modalities.
- Summarize findings and review with client.

Results

- Four industries were identified as having the highest potential for application.
- TCG recommended the company pursue the ophthalmology market for its initial application.

Value to Client

The company implemented the recommendations and is now the leader in its market niche.

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