



International Business Development
Strategy and Implementation

CASE STUDY

DIAGNOSTICS MARKET OPPORTUNITY ASSESSMENT

International market opportunity assessment for a companion diagnostic product

Background

- Early-stage Australian company with therapeutic-linked diagnostic product tied to patients on medication for a neurologic disease. Company desired an analysis of the market potential to be used for investor fund raising.

Challenges

- Explore global potential, yet remain within a tight budget and timeframe.
- Educate client, who was unfamiliar with medical markets, on the complex economics, marketing and distribution of medical products in the US.

TCG Approach

- Conducted market research to identify key North American and European markets.
- Results of initial assessment led to a deep dive of the US, UK and Germany markets.
- Identified potential distribution channels and a financial forecasting model for the US market.

Results

- Determined viability of the product concept and identified key market parameters.
- Identified a key obstacle to reimbursement and recommended viable alternatives.
- Recommended field testing prior to formal clinical trials to reduce regulatory risk.

Value to Client

- Client gained an important independent validation of the market opportunity, product concept, and a financial forecast, which helped them to raise funds and pursue commercialization of their new product.

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