



International Business Development
Strategy and Implementation

CASE STUDY

DIAGNOSTICS COMPANY STRATEGY

Product development and commercial pathway for an early stage diagnostics company

Background

- An early stage diagnostics company had a promising biochip technology they wished to develop into viable commercial applications. Having a credible business plan was a requisite for further funding by existing and new investors.

Challenges

- How to determine which markets and applications were most viable for the potential platform technology, as very little clinical data was available.
- How to increase investor confidence around an unproven technology, allowing the fledgling company to gain additional funding.

TCG Approach

- Determine the status of product development and technical feasibility by meeting with the development engineers who understood the technology and system.
- Conduct secondary market research into the market dynamics and product requirements on a potential indication determined from earlier market research.
- Interview experts to understand the regulatory and reimbursement pathway for the new product, to meet the required claims for the new application.
- Work with management to develop the timeline, budget, and key milestones necessary to develop the product to clinical trial readiness.

Results

- Identified a high potential indication and a pathway to market for the company.

Value to Client

- The company gained the valuable fact-based information they needed in order to develop a credible business plan around a compelling market driven application.

Technology Commercialization Group, LLC

1009 Slater Road, Suite 450, Durham, NC 27703 USA • 919-941-0700 • www.tcgmedtech.com