TCG

International Business Development
Strategy and Implementation

CASE STUDY

TECHNOLOGY PLATFORM MARKET ANALYSIS

Value proposition and market positioning for a diagnostics technology

Background

- Client was an early stage company with a diagnostics labeling technology. Management wished to validate its assumptions about the potential for this unique technology to add value in the pharmaceutical supply chain.

Challenges

- The potential application was a brand new market and highly fragmented.
- There were no standards for acceptance to measure from.
- As the technology was not well known and, in fact, other technologies similar in name, had performance limitations compared to the company's technology, the potential for confusion and misinterpretations of the market research data was high.

TCG Approach

- Conduct secondary market research into the market dynamics and product requirements on the potential indication for the technology.
- Interview industry executives across the entire supply chain to gain a full perspective in the potential use of the technology.

Results

- Analysis of the data suggested a different indication for the technology. The company abandoned the original positioning in favor of the new messaging in its business development and fund raising efforts.
- Research suggested the company target supply chain constituents other than big pharma, for partnering to develop the technology into a viable application.

Value to Client

- The company gained valuable information that helped them redirect to a campaign for marketing the technology and company supported by objective, fact-based criteria for market acceptance of the new application.

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