



Market Intelligence and Technology Assessment – Robotic Surgery

Case Study

Client	A medical device company
Industry	Medical devices and technology
Products	Robotic MIS surgery products

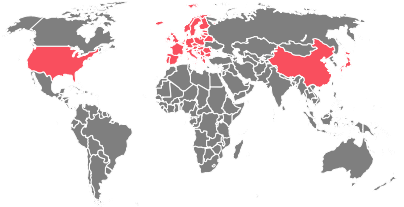
Context

- A medical devices client is interested in understanding the robotic surgery market in terms of technological advancements and the competitive market dynamics in selected geographies.

Key Business Questions

- What is the competitor activity in terms of technological advancements and key product categories underlying market development and distribution of players?
- What are the factors influencing the growth of the market for robotic surgery products?
- What are the existing and upcoming trends in product offerings? (patent filing activity and trends)

Engagement Scope

<p>1 Technology Landscape</p> <ul style="list-style-type: none"> ▪ What are the key technologies used in robotic surgery and what would be the demand for robotic surgery products over the next 5 years? ▪ What novel technologies are being used to develop safe, user-friendly, and effective robotic systems? ▪ What are the key factors propelling the adoption of robotic systems? ▪ How are regulatory guidelines evolving over time to deal with current issues in robotic surgeries? 	<p>2 Competitor Landscape and Demand Analysis</p> <ul style="list-style-type: none"> ▪ What is the size of the market for robotic surgery products? ▪ What are the current unmet needs and market drivers/restraints? ▪ What are the expected features that will determine the robotic surgery products usage and their success in the market? ▪ Who are the key players and what is their current competitive position? 	<p>3 Key Findings and Conclusion</p> <ul style="list-style-type: none"> ▪ What are growth opportunities for players entering the market for robotic surgery products in the near future? ▪ What are the critical success factors determining their adoption? ▪ What are the regulatory challenges and how regulatory reforms are adapting to make robotic systems more safe? ▪ What should be the immediate focus in the design of robotic systems? 	<p>4 Geographical Scope</p> <ul style="list-style-type: none"> ▪ Major markets (North America, Europe, China, and Japan) 
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