



# Collaboration Target Assessment – IBS Devices

Case Study

<b>Client</b>	A global healthcare company
<b>Industry</b>	Medical devices
<b>Products</b>	Devices for IBS/FD

## Context

- The client, with its established product portfolio (formulations) in the digestive health space, wanted to identify collaboration targets for launching its device offerings and understanding the ecosystem of innovative devices/ technologies in select geographies (US, Europe, Australia, New Zealand, and Mexico).

## Key Business Questions

- What are the different types of medical devices/technologies that provide relief from Functional Dyspepsia/ Irritable Bowel Syndrome (FD/IBS) related symptoms?
- What are the innovative features and functionalities targeted by existing marketed products as well as medical devices that are currently in the development phase?
- Who can be seen as the right partner (licensing, development, etc.)?

## Engagement Scope

1

### Market Overview

- How is the product landscape in select territories of interest?
- Which are the leading companies operating in this market and what are their current market shares?
- How does the adoption rate change in each of the select geographies?
- What are the best practices in the industry?

2

### Technology Assessment

- What are the state-of-the-art technologies available in the market?
- These devices cater to which target symptoms?
- What are the explored as well as emerging areas (type of device)?
- Is there any particular type of technology that is majorly applied in these devices?

3

### Key Devices/Technology Profiling

- What are the key devices and technologies that treat abdominal pain caused due to IBS/dyspepsia?
- How does the price of products change with respect to their type?
- How is the regulatory scenario? Which devices fall under the regulatory class of products? Is the product CE marked (in case of Europe)?
- What are the advantages/ disadvantages of a particular device type/technology over the other?

4

### Target Selection

- What are the key potential collaboration/acquisition targets?
- What are the type of technologies that these devices majorly rely on?
- Which technologies are already matured and which are in the early stage of research?
- Do they have established sciences and can be launched as DTC?
- What are the opportunities for these medical devices in select markets?

## Research Methodology

### Secondary Research

- Commercialized and under-developed technology scouting using varied data sources, including product databases, patents, scientific literature, funding sites, etc.

### Primary Research

- 15+ interviews conducted with manufacturers and industry experts to understand varied technology types, challenges, and potential of select technologies

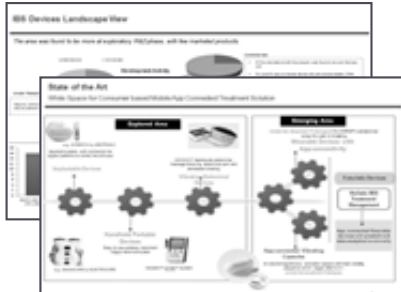
## Benefits to Client

- Uncovered key technology trends (FD/IBS) that can be leveraged for product development
- Collaboration roadmap with selected targets (best route for inorganic growth – partnership/acquisition/licensing)
- Strategic decision making to move in connected devices using specific vague electrical stimulation therapy by collaborating with license for technology know-how with one of the potential partners identified by FutureBridge

## Sample Analysis

1

### Market Overview



2

### Technology Assessment



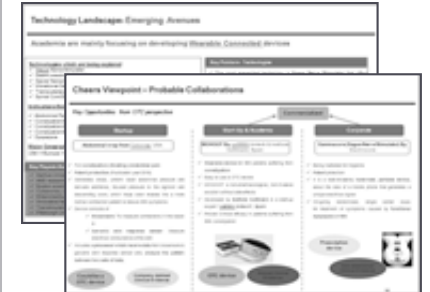
3

### Key Devices/Technology Profiling



4

### Target Selection



# Thank you

## **North America**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA  
T: +1 212 835 1590

## **Europe**

328-334 Graadt van Roggenweg  
4th Floor, Utrecht, 3531 AH  
Netherlands  
T: +31 30 298 2108

## **United Kingdom**

5 Chancery Lane  
London EC4A 1BL  
United Kingdom  
T: +44 207 406 7548

## **Asia Pacific**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai 400 710  
India  
T: +91 22 6772 5700