# **Ecosystem Assessment of Cancer Molecular Diagnostics**

**Case Study** 

Client	A leading diagnostics and medical devices company
Industry	Diagnostics
Products	Medical devices and diagnostic products

#### Context

 The client was interested in identifying attractive opportunity areas in Cancer Molecular Diagnostics (CMD) and explore avenues of easy market entry for products addressing the identified potential areas.

### **Key Business Questions**

- What is the current and evolving ecosystem of molecular diagnostics?
- Diagnosis of which kind of cancer offer high commercial potential in western and evolving economies?
- What are the current unmet needs of the industry?
- Which are the upcoming breakthrough technologies addressing these unmet needs?
- Who could be the probable partner or acquisition target for mid- to long-term horizon?

# **Engagement Scope**

# Market Overview & Opportunities

- What is the market status of CMD?
- What are the key drivers and restraints and how do they vary across countries/regions?
- What are the current unmet needs?
- What is the total addressable market for these unmet needs?
- How is the competitive ecosystem in terms of products and innovations?
- Which are the leading cancer types?

#### 2 **Technology Challenges** & Innovative Solutions

- Which are the state-of-the-art cancer molecular diagnostic technologies?
- What are the research and patent filing trends of CMD - entities, geographies, attributes, and therapy?
- What is the current and evolving competitive landscape for innovation?
- Where are the knowledge hubsof technology development for CMD?

#### 3 Strategic Partnership **Opportunities**

- What are the ways of introducing novel CMD products in the market within a short time span?
- Who are the technology leaders/players in the industry and what are their activities?
- Who could be the prospective partnerstechnology and commercial?
- Which companies offer market-ready novel technologies - short- to mid-term?
- What is prioritizing and ranking of technologies and partners?

# **Key Findings** and Conclusion

- Total available market and future growth of CMD
- Opportunity areas and prioritization based on risk and return trade-off
- Shortlisted breakthrough technologies and prospective partners
- Prioritizing and ranking of technologies and prospective partners

**FutureBridge** 

## Research Methodology

#### Secondary Research

- Technology-specific portals/blogs/magazines, conferences/seminars, etc.
- Web of Science, Science Direct, Pubmed, Wiley Online Library, IEEE, etc.

#### Patent Research

Orbit, USPTO, Espacenet, Patentscope, DEPATISnet, etc.

#### Primary Research

- Conducted interviews with technology experts, lab owners, and KOL (cancer) & market participants
- 300 web surveys

# **Benefits to Client**

- Visualize the market ecosystem
- Compare market potential and challenges within different areas
- Understand promising technologies
- Identify top probable and technology offerings

# Sample Analysis









# Thank you

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