



Ecosystem Assessment of Cancer Molecular Diagnostics

Case Study

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

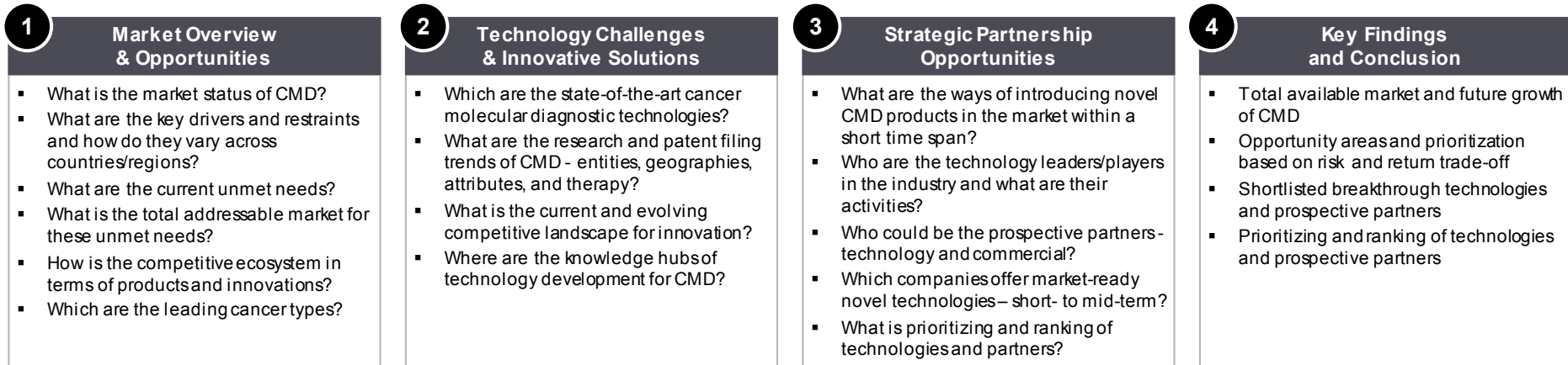
Context

- 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



Research Methodology

Secondary Research

- Technology-specific portals/blogs/magazines, conferences/seminars, etc.
- Web of Science, ScienceDirect, 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

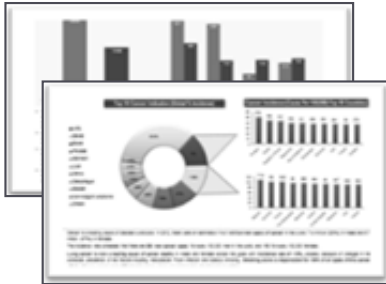
Benefits to Client

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

Sample Analysis

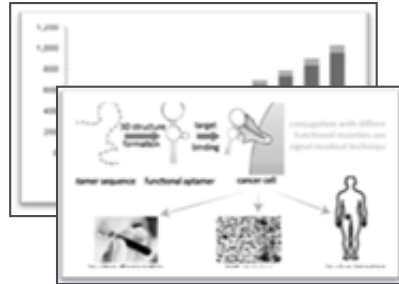
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Market Overview & Opportunities



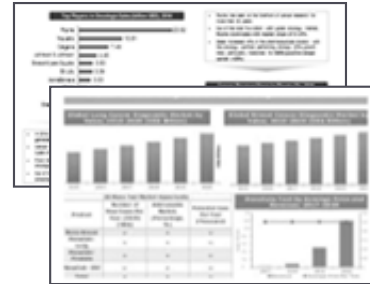
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Technology Challenges & Innovative Solutions



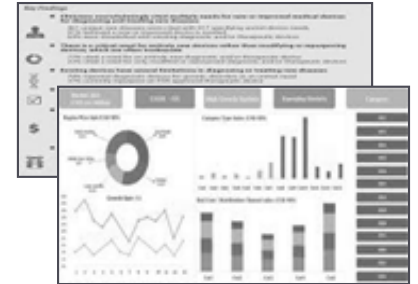
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Strategic Partnership Opportunities



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Key Findings and Conclusion



Thank you

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