

Engagement Summaries: 2011

Marketing Strategy for Product Launch

Provided support for the EU launch of a game-changing therapy for peripheral vascular disease. Identified the product's points of differentiation and positioning, devised launch strategies, and developed market messaging for a global supplier of medical devices.

GMP Services Industry

Assessed the suppliers providing GMP services to the pharmaceutical industry for an instrumentation producer contemplating an entry into that market via acquisition. Conducted an in-depth analysis of industry structure, profitability, scalability and defendability, with special emphasis on the Chinese market.

Digital Pathology

Assessed the US market potential for an imaging system providing an automated solution for urine pathology. Surveyed anatomic pathologists and lab managers to test their interest in the product concept and their criteria for acceptance.

Neurosurgical Products

Identified potential product additions to the portfolio of a leading supplier of neurosurgical devices and tools. Conducted a wide-ranging search for applicable existing and new products, identified their suppliers, and conducted an outreach campaign to establish mutual interest in a sourcing deal.

Technology Commercialization

Assessed, characterized and conducted outreach campaigns for multiple technologies with clinical applicability based in European academic institutions. Identified several US industrial targets to initiate collaborative industry/academia relationships.

CSF Cooling for Neuroprotection

Conducted due diligence for a state-based seed investor on a product concept for cooling cerebral spinal fluid in the spine and brain for purposes of neuroprotection.

Blood and Fluid Warming

Advised an investor and the management team of a company marketing a blood and IV fluid warmer in the EMS market regarding its entry into the larger acute care US hospital market.

Endoscopic Suturing

Developed an analysis of the market for endoscopic suturing devices and devised plans for animal studies of the client's evolutionary prototype device.