

Sampling of Prior Engagements in Medical & Scientific Imaging

- ❖ Tested the market potential, identified specific clinical indications, and sized the available U.S. market for a new venous access device intended for power injection of contrast agents for **contrast-enhanced computed tomography** (CT) for a producer of infusion devices.
- ❖ Identified business opportunities in digital and film-based **radiography** for a provider of mammography quality control products.
- ❖ For a venture capital firm, assessed potential research applications and associated business potential of university innovations in **laser/optical tweezers and traps**.
- ❖ Conducted market and technology assessments for image-based mechanical analysis and indexing of **vulnerable vascular plaque** for an academic institution; identified available markets, assessed potential partners and competitors, and established commercialization requirements.
- ❖ For a prospective investor in a firm producing **image-guided biopsy** products and patient positioning equipment, identified and characterized relevant competitors and assessed the competitive landscape in three business segments.
- ❖ Characterized the product offerings and intellectual property of a supplier of scientific, professional and consumer **imaging products** in comparison to the patent portfolio of our client, a competitive firm, to discover potential licensing opportunities.
- ❖ As part of a multiclient study, assessed the U.S. market and corresponding opportunities for medical **image management** systems (PACS).
- ❖ Led a multi-organizational business development initiative to support technology and market development of a **single-use (disposable) endoscope** for a supplier of minimally invasive interventional tools.
- ❖ For a development-stage firm in the Middle East, explored potential clinical applications and prospective marketing partners for a small CCD-based camera designed as a **videoendoscope** component.
- ❖ Carried out a due diligence investigation for a potential investor in a development-stage company marketing a new PACS/RIS combination product for **radiological image management** and practice administration.
- ❖ Assessed the technology, product positioning, and market potential of an emerging firm's **two-photon fluorometry** offerings as applied to microplate reading and microarray scanning for a major supplier of drug discovery tools.
- ❖ For a laboratory equipment producer, conducted due diligence on a small firm marketing an innovative microplate reader based upon **fluorescence polarization** methods.
- ❖ Formulated specifications for a custom **image sensor and endoscope** design concept for a medical device supplier; defined plug-and-play system capabilities, identified outsourced vendors, and estimated capital expenditures and manufacturing costs.
- ❖ Developed several reports on the state of **medical imaging** generally, and **molecular imaging** in particular, for the *BBI Newsletter*.