

Sampling of Prior Engagements in Laboratory Products

- ❖ For a recently acquired microfluidics firm, assessed market opportunities for “personalized” **flow cytometry** products.
- ❖ Completed a major European and U.S. market research survey for a leading manufacturer of **biopharmaceutical production** tools, encompassing the entire field from primary recovery to sterile filtration of end product.
- ❖ For a leading corporate R&D laboratory contemplating a spin-off startup venture, supported strategic planning by assessing opportunities for clinical genotyping applications of **DNA microarrays**.
- ❖ For an offshore plastics manufacturer, identified and assessed opportunities in polymeric devices for drug discovery and diagnostics. Applications in **microfluidics**, **protein microarrays** and **high-value microplates** were investigated.
- ❖ Assessed the merits of a continuing relationship between two established suppliers to life-science research and molecular diagnostics markets — one a provider of unique **nucleic acid testing** methodologies, the other a supplier of automated, **real-time PCR** instrumentation.
- ❖ Provided guidance on commercial collaborations generally, and on negotiations with a potential distributor/collaborator in particular, to the CEO of a firm developing innovative **nucleic acid sequencing** technology.
- ❖ Following a technology assessment, identified specific products and associated marketing partners for a start-up firm intending to develop a unique method of **drug delivery** of large- and small-molecule compounds via oral administration, an approach so far deemed infeasible.
- ❖ For an investment firm seeking buyout targets, explored the potential acquisition of a manufacturer of **analytical instrumentation** for food, dairy and clinical laboratories, then solicited divestiture interest among existing shareholders.
- ❖ For a producer of **sample preparation** tools for drug discovery, characterized market conditions and future demand for equipment used by pharmaceutical and biotechnology firms in **combinatorial chemistry** for high-throughput applications.
- ❖ Developed and authored the commercialization plan, part of a Phase II SBIR grant application, for continued development and launch of several small-molecule therapeutic compounds for effective **treatment of obesity**.
- ❖ For a leading producer of laboratory **centrifuges**, supported formulation of a growth strategy by identifying and assessing a wide variety of new-product opportunities.
- ❖ For a startup firm wishing to exploit a unique **lab-on-a-chip** technology comprised of miniaturized fluid transfer structures, automated analytical assays and integrated informatics, guided strategy development and provided executive counsel prior to the firm’s first round of venture capital financing.
- ❖ Examined the technology platform and revenue potential of a startup firm offering new technology for **optically trapping** and controlling particles at atomic-to-cellular scale.
- ❖ Devised a U.S. market entry strategy for a European supplier of **biological safety cabinets**.

- ❖ Reconciled differences in business performance between European and U.S. organizations, then recommended strategies to exploit the differences, for a maker of specialty papers and **laboratory filtration** products.
- ❖ Assessed the competitive positions of a target firm and other suppliers of laboratory automation products applicable to **drug discovery** and combinatorial chemistry for an investment banker.
- ❖ For a large industrial materials firm, evaluated the disappointing performance of its division relative to competition in the field of preparatory scale and process scale **high-pressure liquid chromatography (HPLC)**.
- ❖ For a laboratory equipment supplier to the food industry, established the level of customer need for an enzymatic **cook-temperature monitoring** device.
- ❖ For a leading supplier of laboratory equipment, established the latent demand for a new **ultracentrifuge** product concept.
- ❖ Surveyed **capital spending** plans of research-intensive **pharmaceutical companies** for a maker of laboratory equipment.
- ❖ For a large industrial materials firm, identified commercial bioprocessing and biomedical opportunities for the client's proprietary **magnetic particle** technology.
- ❖ For an investment bank seeking to evaluate a refinance proposal from the management team of a bioscience instrumentation firm active in the development, manufacture and sale of **robotic systems**, established the firm's market position and assessed the value of the **drug discovery** segment of the firm's business.
- ❖ For a laboratory equipment supplier, conducted a due diligence investigation prior to the client's acquisition of a private process-scale **bioprocessing** company, which was successfully concluded.
- ❖ 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.
- ❖ Conducted a due diligence investigation of an acquisition candidate, a private firm offering plating instruments for **automated microbiology**, for a producer of testing instruments for the food and dairy industries.
- ❖ For a laboratory equipment producer, conducted due diligence on a small firm marketing an innovative **microplate reader** based upon fluorescence polarization methods.
- ❖ For an early stage venture with a proprietary new technology for **pulsed-field gel electrophoresis** for use in biotechnology research, assessed the technology's business potential and evaluated a product concept before our client embarked upon detailed product development.
- ❖ For a producer of automated systems for **combinatorial chemistry**, characterized user needs and preferences to support the definition of our client's next generation of products.
- ❖ For a producer of laboratory instrumentation serving the food and dairy industries, determined user preferences and detailed product requirements associated with the client's planned second-generation **automated microbiology** instrument.
- ❖ For a leading **combinatorial chemistry** firm, devised a user/customer product documentation strategy and developed on-line documentation for an automated array layout tool.
- ❖ Designed and developed a family of user documentation for a modular **high-throughput screening** system for use in drug discovery.

