



## PROFILE

### CLIENT TYPE

- medical device/imaging
- medical diagnostics
- medical IT/eHealth
- multi-national
- start-up

### PROJECT CATEGORY

#### MARKET RESEARCH

- custom market analysis
- competitive intelligence
- partnering analysis

#### MARKET PLANNING

- opportunity analysis
- marketing mix analysis
- pricing optimization
- customer satisfaction

#### BUSINESS PLANNING

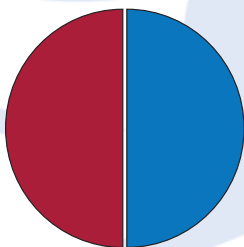
- concept testing
- business models
- business plans

### MARKET

- USA/Canada
- Europe
- Asia

### METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



# Market Opportunities for an Innovative Technology

## BACKGROUND

This start up spun off of a university-based medical technology laboratory in northern France. Based upon the founder's vast experience in the measurement of physiological signals, the company created an innovative technology platform to "fast-prototype" sensing solutions. This modular, easy-to-use platform includes detectors and software, allowing a physician to create new applications according to need. The company offers both the platform itself and consulting services (technical feasibility, prototyping) to biomedical companies who need to develop new electrophysiological devices.

## CHALLENGE

The company needed a market plan to prioritize key market segments and correctly position its offering.

## SOLUTION

The MarkeTech Group targeted activities where the company could achieve a strong competitive advantage, and conducted a broad market analysis in 10 application areas using the Black Box cost-benefit analysis model: For each application, we performed an analysis to identify the added value of the technology and to evaluate the potential achievable gains using this technology. To validate the model, The MarkeTech Group conducted more than 10 interviews with R&D managers at various biomedical companies. In addition, a competitor analysis provided key benchmark information for the market plan.

## IMPACT

The MarkeTech Group identified four market segments that could yield high business value for the company. Company executives highly value the market planning exercise since it created new product roadmaps that enhanced the company's valuation.



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