



Market Planning For A New Technology In Orthopedics

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

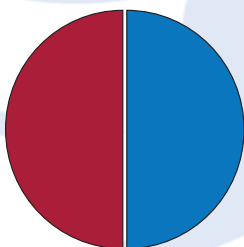
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



BACKGROUND

The client is a start-up project created by a technology transfer from a French University specializing in biomechanics. The founders developed orthopaedic image processing and finite element modeling. They had won recognition at the "4th national contest for the creation of companies in innovation technologies". Following this award, they accelerated the business plan process which in turn necessitated a sound marketing plan.

CHALLENGE

To transform technological know-how into a viable business opportunities, by addressing such questions as: What product? What service? and Which customer segment?

SOLUTION

The MarkeTech Group helped define a core offering and conducted a cost-benefit analysis in different market segments. Using the BlackBox™ Model, the effects involved using a qualitative primary market research methodology that focused on interviews with national experts, orthopedists, and vendors. Three market segments were identified as valid opportunities to address in the business plan.

IMPACT

The client integrated the marketing plan into their business planning effort and has defined the resources necessary to address each of these three opportunities.



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