



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

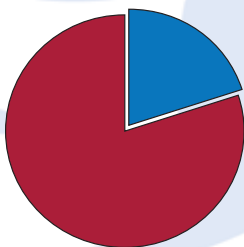
- concept testing
- business models
- business plans

MARKET

- USA/Canada
- Europe
- Asia

METHODOLOGY MIX

- Qualitative Research
- Strategic Consulting
- Quantitative



Concept Testing of An Innunophotodetection Device

BACKGROUND

The client was the head of an academic research lab that focused on experimental oncology and tumors immuno targeting. Thanks to his expertise, he created a new immuno fluorescent contrast agent. The plan was to start a profit center based on both contrast agents and a new probe that will would aid surgeons in the detection of peritoneal tumors during surgery.

CHALLENGE

To test an innovative concept that could be confused with radioguided surgery, a procedure that did not provide the expected outcomes from a clinical perspective. To translate market inputs into useful operational steps for a scientific team.

SOLUTION

The MarkeTech Group conducted in-depth interviews with opinion leaders in peritoneal surgery in the French, German and US markets. The Group identified challenges they face with peritoneal tumors and their needs in terms of a guidance tool during surgery. Then the Group's consultants tested the potential capacity of the concept in fulfilling these identified needs. A secondary data collection effort provided key statistics. Some strategic recommendations were made for the creation of the business plan.

IMPACT

One of the main conclusions of these efforts was giving the client a "green light", provided clinical trials prove the method to be clinically efficient. The production of contrast agents has been launched to support clinical trials that should commence in late 2003. In parallel, an institutional incubator has agreed to welcome the project, based on the positive outcomes and recommendations from this market research.



THE MARKETECH GROUP

USA
502 Mace Blvd, Suite 15
Davis, CA 95616
United States
Tele: (+1) 530-792-8400

EUROPE / FRANCE
11, avenue Alexandre Fleming
49066 Angers
France
Tel: +33 (0)2 41 88 41 44