

Reference: Clinical & Data Analysis

Business Case Validation

International Medical Device Company



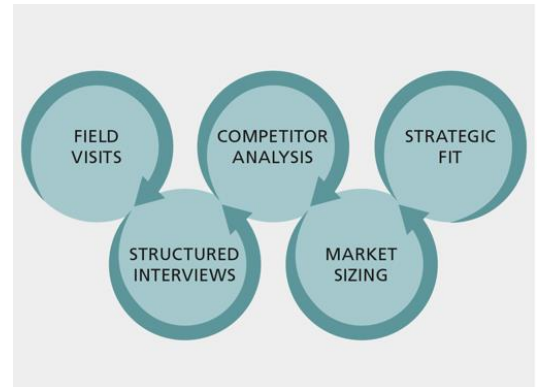
Customer

- Business development department identified an interesting technology as potential acquisition target
- Business assessment and case validation needed to evaluate strategic and portfolio fit
- Thorough analysis to decide on whether to purchase technology.



Project Scope

- Competitor analysis
- Calculate potential market size
- Draft structured questionnaire
- Identify and interview potential customers
- Review value proposition for technology
- Assessment of strategic fit
- Recommendation if business opportunity should be pursued



Achievements

- Our business case validation showed that the technology did not represent an ideal fit to our client's needs
- Our estimation model showed that the **accessible market** for our customer would have been **much smaller**.
- The management team **followed our recommendation not to invest in this technology**.

Do you want to know more or discuss your current ventures? Get in touch with our co-founders



We would be delighted to meet you for a virtual coffee. Just give us a call or send us an e-mail and let's have a conversation!

Karina Candrian



Business Development // Collaboration
// Advisory Boards

✉ karina.candrian@medicalboard.ch

☎ +41 79 600 73 46

Ulrike Neuberger



Marketing // Commercial // Project
Leader // Advocacy Management

✉ ulrike.neuberger@medicalboard.ch

☎ +41 79 755 52 80