



Case: A multi-billion dollar life-science company needed pre-diligence on a potential acquisition target

DeciBio Tailored Approach:




Secondary Research:

- Conducted **comprehensive analysis of company portfolio and competitive landscape**
- Identified core competencies, key customers, and use cases of key products and services



Primary Research:

- Conducted **telephone interviews with researchers, and technology KOLs** to gather insights on market dynamics including: value proposition, competitive differentiation, positioning and sustainability of advantage



Quantitative Analysis:

- Built two **comprehensive market models;**
 - Sizing direct (3) and adjacent (2) markets
 - Projecting target growth potential

Outcomes:

Potential target identified as having clear value proposition and a sustainable advantage (3+ years) for a sub segment of the market with a \$100M+ revenue potential

Project Summary

- Industries:** • Research Tools
- Topic:** • Due Diligence
- Project Components:**
- Market Sizing
 - Competitive Landscape Assessment
 - Growth Projections
 - Voice-of-Customer Research
- Project Timeline:** • ~3 weeks
- Geographic Scope:** • U.S., Canada, EU

By the Numbers

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|----------------------------|------------------------------------|
| 4 | 7 |
| Deep-Dive Company Profiles | Deep-Dive Technology Comparisons |
| 30 | 5 |
| Stakeholder Interviews | Primary and Adjacent Markets Sized |