



Case: An ~\$100M research tools and diagnostic company wanted to understand key applications and revenue potential of their novel technology to inform a go / no-go development decision

DeciBio Tailored Approach:




Secondary Research:

- Conducted **publication and clinical trial analysis of comparable technologies** as a proxy to understand potential use cases and customer types



Primary Research:

- Conducted **telephone interviews with researchers, lab directors, and technology KOLs** to gather insights about likelihood of adoption, use cases, product specifications, potential sample volumes, and pricing
- Prioritized applications and customer types



Quantitative Analysis:

- Built a **comprehensive market model** to project the revenues from the platform under multiple business model scenarios, including offering as a service and or a platform
- The model allowed for **dynamic scenario building** based on pricing, platform specifications, adoption penetration, and customer types

Outcomes:

Client greenlighted the development of the novel tool and incorporated platform specifications identified through DeciBio research
The novel tool was developed and looks promising in early access program studies with customer types prioritized by DeciBio research

Project Summary

- Industries:** • Research Tools
- Topic:** • Novel Technology Commercialization
- Project Components:** • Voice-of-customer Research
• Application Identification
• Revenue Projection
• Price Sensitivity Analysis
- Project Timeline:** • ~10 weeks
• (Two-Phase Project)
- Geographic Scope:** • U.S., Canada, EU

By the Numbers

>350

Publications & Clinical Trials

>1,000

Market Model Inputs

30

Stakeholder Interviews

4

Business Model Scenarios