

**Case:** A research tools company wanted to understand the strategic positioning, market opportunity, and target applications for their various platform technologies as potential tools for translational immuno-oncology research

DeciBio Tailored Approach:

### Secondary Research:



- Conducted a **network analysis of the authors of thousands of publications** to understand the KOL network and pinpoint individuals who could be key initial I/O “champions” for the client’s technologies
- **Reviewed public filings** (e.g., 10-K, earnings transcripts) of major client competitors to assess our client’s technology and market position

### Primary Research:



- Conducted **45 in-depth stakeholder interviews** with experts from the academic, biopharma, clinical, and applied research settings, including a mix of current client customers and non-customers
- Interviewees included **experts from the U.S., UK, Germany, France, Italy, and Spain**

### Quantitative Analysis:



- Used interviewee feedback to make custom segmentations to existing, **proprietary DeciBio market intelligence materials** (e.g., DeciBio MDx and single-cell genomics market research reports) to estimate the potential market opportunity for our client

### Outcomes:

- DeciBio presented the research findings to our client’s executive team, key takeaways included:
  - Research trends that presented potential headwinds for our client
  - Identification of specific research and clinical applications for each of our client’s platforms
  - The client’s competitive positioning in key application areas
  - Specification and prioritization of the internal platforms and technologies to develop and market for immuno-oncology research

## Project Summary

|                            |  |
|----------------------------|--|
| <b>Industries:</b>         | <ul style="list-style-type: none"> <li>• Research Tools</li> </ul>   |
| <b>Topic:</b>              | <ul style="list-style-type: none"> <li>• Immuno-oncology</li> <li>• Emerging translational technologies</li> <li>• Single cell genomics</li> </ul>                               |
| <b>Project Components:</b> | <ul style="list-style-type: none"> <li>• Voice-of-customer research</li> <li>• Publication analysis</li> <li>• Competitive assessment</li> <li>• Strategy development</li> </ul> |
| <b>Project Timeline:</b>   | <ul style="list-style-type: none"> <li>• ~12 weeks</li> </ul>  |
| <b>Geographic Scope:</b>   | <ul style="list-style-type: none"> <li>• U.S., EU-5</li> </ul>   |

## By the Numbers

7

Client Technologies  
Assessed in Depth

&gt;50

Hours of Discussions  
with Industry Experts

4

Experienced DeciBio  
Consultants on  
Project Team

~3,000

Publications  
Analyzed