

Market & Competitive Intelligence

Our Value Proposition

We focus on niche markets that require both medical & marketing expertise. Our Market & Competitive Intelligence capabilities do not necessarily compete head-on with the bigger experts, research organizations like Frost & Sullivan, and Forrester. Owing to our size and highly specific focus, we can be flexible, quick, and able to conduct tailor-made research projects for an affordable price. We have been engaged both by major corporations and start-ups, and as subcontractor by the Big Five consulting firms.

Market Profiling

- Market metrics: size, shares, growth
- R&D, technology and applications intelligence
- Competitive intelligence
- Key success factors & constraints
- Market opportunities & threats

Needs Research

- User problems (pains), needs, wants, musts, suggestions

Proof of Concept

- Assisting with (clinical) trials, tests, demos, workshops
- Assisting with trial design and supervision, and post-trial support, like publications, presentations, posters, etc.

Intelligence Conclusions

To support in defining and assessing strategic and marketing options

- Market segmentation
- In-depth SWOT analyses
- Proof of Market
- Proof of Concept
- Value proposition development
- Market entry and channel analysis
- Growth opportunity mapping
- Determination and assessment of relevant scenarios