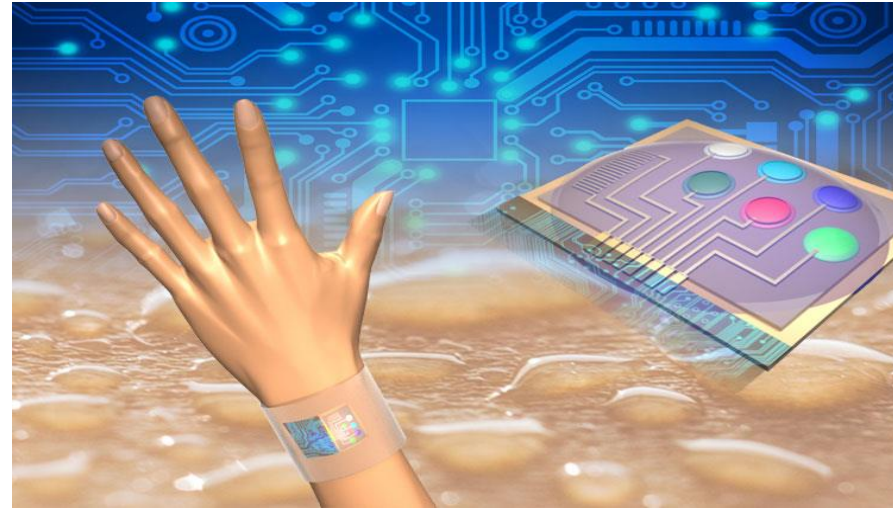


Ingeniquis e-Brain

Nurturing Innovations - Fostering Business



IEBS - Biomed Reach

Market in Technology Sensor-Based Measurement of Diseases

CLIENT OVERVIEW



Client: Medical Equipment Manufacturer
Industry: Medical
Market: Global

PROJECT OUTCOME

This study helped the client to identify the potential areas for investment. In addition, the client was also able to better understand the market competition. The white space analysis helped the client to focus on the potential market segments and design new devices accordingly.

STUDY OVERVIEW

Key Questions to be Answered:

- What in the overall market structure? What kind of players are operating in the market?
- What is the regulatory framework controlling the market of these devices?
- The client wanted to understand the market size for sensor-based measurement of disease devices (in terms of value)? In addition, the focus was on knowing the market size by each region and the type of disease.
- What are the latest innovations and technological developments in the market?
- What are the low patent areas and white spaces in this market?

PROJECT MODULES



SECONDARY DATA SOURCES

Secondary sources like company website; industry specific groups; medical journals; government bodies and associations; industry news, magazines and blogs; paid databases.

PRIMARY DATA SOURCES

Conducted over 60 primary interviews of technology directors, R&D managers, sales managers, territory managers and other similar profiles. Also conducted interviews of paid independent consultants and experts.

Project Approach and Methodology

MARKET OVERVIEW

PATENTS AND RECENT DEVELOPMENTS

WHITE SPACE ANALYSIS

MARKET SIZE

KEY QUESTIONS

- What is the overall market structure? What kind of players are operating in the market?
- What is the regulatory framework controlling the market of these devices?

- What are the latest innovations and technological developments in the market?
- What are the key market trends that are shaping the future of the sensor-based disease diagnostics?

- What are the low patent areas and white spaces in this market?
- What are the potential areas where the client should focus?

- What is the historical (2011–2016) and future (2017–2022) market demand by different geographies and also by type of disease?

SUGGESTED SOLUTIONS

- IEBS will analyze the market structure by different regions and understand the entire market landscape including the regulatory framework.
- A detailed analysis of the future drivers and challenges will also be provided.
- A detailed analysis of the key players will also be provided.

- IEBS will provide IP landscape analysis to identify the innovations and technological developments in the market.
- Using the IP landscape analysis a detailed scrutiny of the future market trends for sensor-based disease diagnostics will be provided.

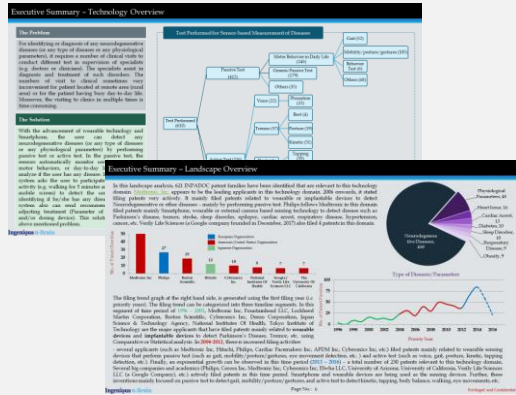
- IEBS will identify the low patent areas and white space by analyzing the patents and aligning them with different segments.
- An analysis of the potential investment areas will be provided.

- IEBS will design an excel based model to calculate the historical market demand. This model will incorporate both primary and secondary market insights.
- The future market will be estimated by incorporating the impact of drivers, challenges and constraints along with the information gathered through primary and secondary research.

Project Results

MARKET OVERVIEW

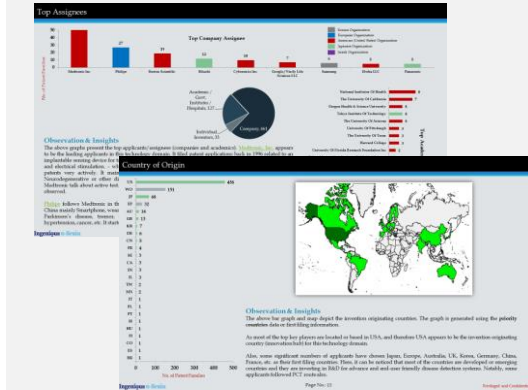
SAMPLE SLIDES



DATA POINTS COVERED

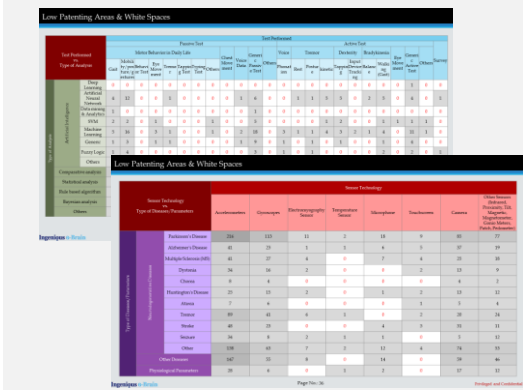
- IEBS provided detailed structure that comprised of the market overview, type of players in the market space, available technology, product type and product availability.
- The team provided detailed analysis of the regulatory framework governing the market for these devices.

PATENTS AND RECENT DEVELOPMENTS



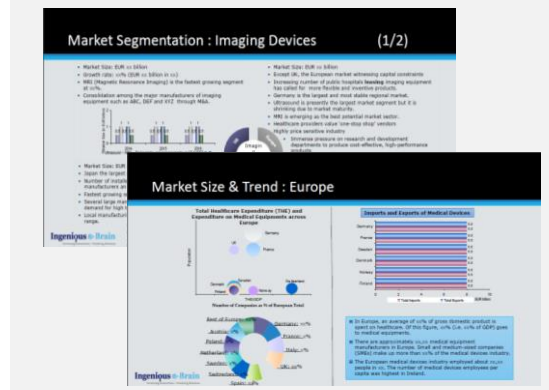
- IEBS used both patent and non-patent literature to analyze the IP landscape.
- A detailed analysis of the latest innovations and technological developments in the market landscape.
- Detailed description of market trends was provided based on the primary and secondary research.

WHITE SPACE ANALYSIS



- IEBS studies various patent and non-patent literature to identify the various low patent areas and white spaces.
- Each of these areas was compared to the relevant segments to identify the potential areas for investment.

MARKET SIZE



- IEBS used excel based models to evaluate the market size for sensor-based disease measuring devices. Each data point was validated through primary research and expert consultations.
- The market size by different regions and type of diseases was also provided.