

Market Assessment





Discovery

License

**Develop
& Sell**

**Start a
Company**

**Understand:
Device
Customer
Market**

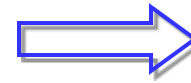
Assessing the Market begins with understanding your Device and your Customers.



DEVICE



CUSTOMER



MARKET



You need to be the expert on your Device – know it better than anyone else.

- What makes your Device different than what is currently on the market?
- What are the Device's Strengths and Weaknesses?
- What are the Device's Features and Benefits?



Strengths and Weaknesses are internal to your Device.

Strengths

New Colonoscope

- Durable, longer life than other colonoscopes

Delsym cough syrup

- Orange flavor

Weaknesses

New Colonoscope

- Premium price

Delsym cough syrup

- Orange flavor

Be honest in your assessment of your device.



Features and Benefits allow you to better understand your Device.



Delsym cough syrup

- 12-hour dosing

New Colonoscope

- Wide-angle imaging

Delsym cough syrup

- Allows the child, and parent, to sleep through the night which makes them rested and ready for the day.

New Colonoscope

- May allow physician to view polyps missed by ordinary colonoscopes.
- May allow for short procedure time allowing physician to complete more procedures.



You need to understand your Customer and their needs.

- Who are your customers?
 - Healthcare Professional
 - Patient

- What is/are your customers' needs or problems?
 - Faster procedure
 - Safer procedure
 - More cost-effective procedure
 - More convenient for patient

- Is your device fulfilling this need or solving the problem?

- Is the need or problem common among your customer target?



You need to understand the Market you intend to enter.

Market Size

- How big is the target market? (prevalence of disease/disorder)
- How many procedures are completed annually?
- Are the number of procedures increasing or decreasing?
- Why are the numbers changing?



Competition

- Who are your direct competitors?
- Who are your indirect competitors?
- Which organizations currently compete in the market?
 - What resources do these competitors have?
- What is the market share of these competitors?
- How well does your new device compare?



Pricing

- What is the current pricing structure for the market?
- Where would your device fit within the pricing scale?
 - Premium
 - Parity
 - Discount
- Reimbursement?



Where do we get the information?

Various sources of obtaining information with varying degrees of cost.



DEVICE

- You
 - Your Team
 - Workshops
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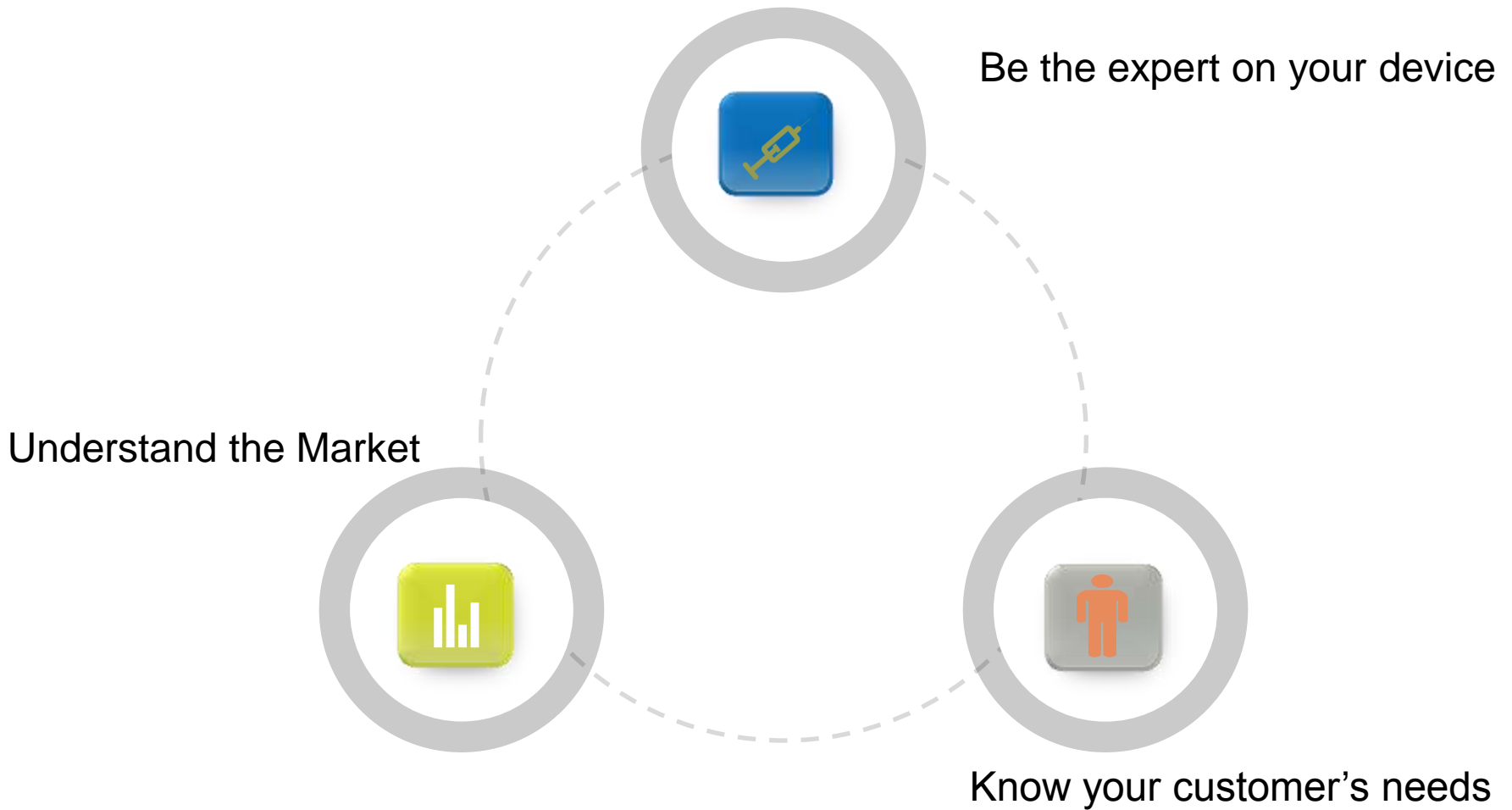
CUSTOMER

- Colleagues
 - Medical Conferences
 - Primary Research
 - Secondary Research
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MARKET

- Government Websites
 - Competitor website/annual reports/press releases
 - Journal articles/studies
 - Primary Research
 - Secondary Research
-



Thank You

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