

## Market Assessment and Entry Strategy Plan for a Leading Medtech Company

A major, top-3 worldwide medical technology company enters a new market with a brand new product portfolio. KYNEA conducted in-depth primary and secondary market research to provide detailed Asian market entry and sales strategies for medical diagnostic imaging and mother-infant care medical device portfolios.

## Oncology Therapeutics Market Analysis and Overview for a Leading Venture Capital Firm

Provided key insights about oncology therapeutics market to the venture/investment arm of a major, top-3 worldwide medical technology company. KYNEA delivered a comprehensive key advances & areas of focus analysis report on cutting edge immunotherapy agents in the oncology market.

## Opportunity Assessment and Analysis for a Major Biotech Company

Boston-based Biopharmaceutical Company enters into bacterial vaccine field. The company enlisted KYNEA to perform a detailed market/opportunity assessment on infectious diseases and bacterial vaccine development.

## Sales Strategy Development for Major a Medical Device Company

US-based medical technology firm vitalizes its sales force. The company engaged KYNEA to help with collecting data on potential corporate and academic clients in the United States and European Union for cell imaging technology. We performed extensive research, quantified and mapped out data, ultimately leading to establishment of efficient sales force.

## Opportunity Assessment and Analysis for a Major Biotech Company

An innovative Boston-based Biopharmaceutical Company explores treatment options for liver diseases. KYNEA conducted in-depth assessment of more than hundred rare liver diseases, analyzed all relevant data, ranked opportunities based on critical criteria, and formulated strategy.

## Opportunity Assessment and Analysis for a Major Dx Player

A global life sciences company enters the world-wide forensic testing market. KYNEA conducted forensic DNA test market analysis, discovered country-specific (and for US, state-specific) trends based on regulations and recommended future market entry opportunities.

## Market Assessment and Entry Strategy for a Major Health IT company

A privately owned life sciences software company develops a novel single cell sequencing technology. KYNEA recommended highly detailed future market entry and growth opportunities for a novel single cell sequencing technology, as well as a novel qPCR analytical software solution.

## Market Assessment and Commercialization Strategy for a New Medical Device Venture

Maryland-based specialty biotech company develops a unique DNA analysis device. The company enlisted KYNEA's expertise on a commercialization plan for novel qPCR technology. We conducted market and competitive analysis and developed hands-on sales and marketing plan, which collectively led to immediate sales.

## Market Positioning Strategy for a Leading Player within the Immunotherapy Space

A clinical-stage company improves existing cancer therapy. KYNEA consultants assessed Acute lymphoblastic leukemia (ALL) market opportunities for existing CAR-T cell technology, performed quantitative and qualitative market research and commercialization strategy development.

## Branding Strategy for a Medical Device Venture

A national client sought help establishing a branding strategy for the development of a novel endoscope. KYNEA consultants established in-depth competitive analysis in gastrointestinal technology marketplace. Researched and determined positioning, main messaging, and branding aspects of current competitors to set direction of brand and message development.

## Opportunity Assessment and Analysis for a Major Biotech Company

Assessed market opportunity based on primary and secondary research, conducted competitive analysis with focus on a specific ultra-orphan liver disease for a Cambridge-based pharmaceutical company.

## R&D Strategy Support for a Leading Medical Device Company

A subsidiary of major life sciences company develops novel imaging system for cultured cells. The company engaged the expertise of KYNEA consultants to help with the R&D project of a digital holographic microscopy, as well as a 3D live-cell imaging system focusing on attached cultured cells.