

Due Diligence Case Study: Assessment of a Consumer-Oriented Medical Device

I. Client's Objective

Leading life-science investment firm required rapid and objective assessment of the commercial opportunity of a novel medical device for the diabetes market

II. Lumleian's Perspective

- Recognizing that the market for this diabetes medical device was primarily driven by consumers, Lumleian's team carried out extensive, nationwide primary market research focusing on patients, caregivers and certified diabetes educators
- Lumleian's clinical experts can rapidly perform secondary research and perform competitive benchmarking to define the device's clinical and commercial value in the therapeutic area
- Combining insights gleaned from interviews and surveys with secondary research, Lumleian's analysts can scrutinize benefits and risks under several scenarios to accurately forecast revenues

III. Client Result

- **Quick diligence:** Within four weeks, client was provided with comprehensive market overview and competitive analysis, along with multiple data-driven revenue forecasts to inform client's investment decision
- **Actionable deliverable:** Lumleian's assessment was presented in a full written report, clearly outlining both the potential and downside risks of their investment; client was armed with the data needed to obtain favorable and financial rewarding deal terms

IV. Engagement Summary

Market Analysis

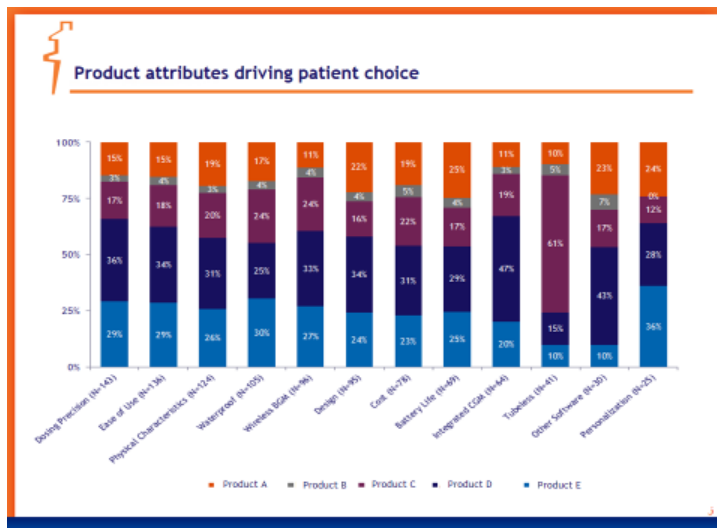
- Our extensive experience in metabolic disorders provided a current background and pipeline analysis of the therapeutic area
- Analysis of sales data in the target and adjacent markets presented the complete commercial market as a backdrop for understanding the potential opportunity for the client's asset



IV. Engagement Summary

Primary Market Research

- Lumleian’s primary research consisted of 228 surveys and 9 interviews of patients, caregivers, educators, and physicians
- Quantitative and qualitative data was probed to reveal multiple aspects of the competitive landscape, including:
 - Primary stakeholders and niche populations within market
 - Key differentiators of current products
 - Primary factors driving choice to initiate, switch, or continue products



Revenue Forecasting

- Financial analysis and five-year forecasting of product under multiple scenarios provided client with knowledge needed for confident decisions and negotiating power

