I. Client’s Objective
Life science investment firm retained Lumleian for rapid and objective assessment of the commercial opportunity for a novel medical device in the diabetes market

II. Lumleian’s Perspective
- Recognizing that the diabetes medical device market is primarily driven by consumers, Lumleian’s team carried out extensive, nationwide primary market research focusing on physicians, patients, caregivers and certified diabetes educators (CDEs)
- Lumlean’s clinical experts can effectively conduct primary research, and rapidly perform secondary research competitive benchmarking to define the device’s clinical and commercial potential value in the therapeutic area
- Insights gleaned from interviews and surveys, combined with secondary research, enables Lumleian’s analysts to assess benefits and risks under several scenarios to accurately forecast revenues

III. Client Result
- Fast turnaround: Within 4 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 upside and downside risks of 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 commercial backdrop for identifying the asset’s opportunity potential
Due Diligence Case Study: Consumer-Oriented Medical Device

IV. Engagement Summary (cont’d)

Primary Market Research

- Lumleian’s primary research consisted of 228 surveys and 9 interviews of patients, caregivers, educators, and physicians

- Quantitative and qualitative data were 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 5 year forecasting of product under multiple scenarios provided client with knowledge needed for confident decisions and negotiating power

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