

# LANDSCAPING THE DIAGNOSTIC CONSUMABLES MARKET



## A Company Specializing in Porous Polymers

The Client engaged PreScouter in this Research Support Service Project to assist in the identification and evaluation of different markets for their newly developed diagnostic consumable.



### CHALLENGE

PreScouter's aim was to identify potential development partners and customers for the Client.



### APPROACH

PreScouter reviewed public sources of information and proprietary databases to look for innovative and emerging companies, startups, and labs in the saliva-based diagnostics space. Applications and companies were quantitatively analyzed in a scoring matrix to rank opportunities for the Client. PreScouter collaborated with market research partners to obtain high-level market data across diagnostic areas. Clinical trial data was analyzed to investigate current and future trends in clinical applications for diagnostics. PreScouter also interviewed Subject Matter Experts (SMEs) to identify potential clinic, academic, and research partners along with promising future markets for the Client's diagnostic consumable.



### OUTCOME

Based on scientific, business, and regulatory merits, as well as on the perspectives offered by the SMEs, genetic sequencing & hormone-based wellness were identified as short-term markets for saliva-based applications.



**Impact of PreScouter's Work: PreScouter's insights were presented to key members of the Client team and were used to inform the Client in considering the next steps for their product development roadmap.**