



## C A S E S T U D Y :

# B U I L D / B U Y / P A R T N E R A S S E S S M E N T

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*"The information enables us to make better business decisions."*  
-Executive Team, Health Care

### **Situation:**

In a new product opportunity assessment conducted by Line of Sight Group, our client, a mid-sized medical device manufacturer, identified an opportunity to enhance its primary product offering with a complementary device that was coming to the European market. Before it wanted to make formal contact with the European start-up, however, it wanted to determine the company structure and ownership, if its claims of clinical efficacy were 'real', where it was in the commercialization process, and how open the company might be to a partnership or acquisition.

### **Solution:**

Line of Sight Group initiated a project to combine in-depth secondary research in the European market with direct interviews with various stakeholders along the value chain. Our findings indicated a product with peer-reviewed viability that was early in the commercialization process, and an ownership group that was open to partnership or similar discussions.

### **Benefit:**

Informed by these findings and our identification of the correct contact people, we facilitated a handoff introduction to our client who followed up with an in-person meeting and eventual discussions. (At the time of the writing of this case study, discussions were just getting underway and so the eventual results are not yet known.)

