



Client



Innogenetics is a biotechnology company that develops and markets genetic diagnostic testing services and therapeutic vaccines. The company is based in Ghent, Belgium; U.S offices are headquartered in Alpharetta, Georgia.

Need

One of the product offerings within the Diagnostics division of the company tests for the genetic detection of cystic fibrosis. Innogenetics' testing platform was designed to analyze a group of approximately 16 types of disease strains/population segment combinations. The company wanted to review the market potential of expanding their testing platform to test additional population segments that exhibited higher potential predispositions to cystic fibrosis.

Solution

BDStrategies designed and conducted a primary market research study to evaluate the revenue potential of expanding their service offering. Our solution included:

- Development of the questionnaire
- Selection of the sample of labs
- Administering the questionnaire with each lab
- Analysis of results
- Writing the report summary
- Presentation of results to management

The return on investment associated with each of the potential markets was determined to not meet minimum threshold revenue levels for the corporation. The additional markets ultimately were not pursued.

