

Real-World Market Insights for New Technology-Based Products and Markets

Is your company considering launching a new product or entering a new market? Do you need better real-world insight into the specific barriers and opportunities—both technical and market—for your product? Could your company use this kind of insight to make better strategic, development, and investment decisions?

Technology-Driven Market Intelligence (TDMI) is a new Manufacturing Extension Partnership (MEP) growth service that provides a systematic and comprehensive approach to technology focused market intelligence. Specifically, TDMI identifies the benefits and the market impacts related to your company's technology-based asset (e.g., idea, product, process, capability) and provides the customized actionable intelligence you need.

Unlike traditional market research, TDMI directly considers the technical and market viability of your asset and characterizes the associated opportunities and barriers. Through a structured process of desk research and expert interviews, TDMI can provide intelligence such as the following:

- Identifying and characterizing the markets, trends, valuechains, competition, and companies of most interest and relevance to your company
- Detailing prevailing technical performance and user requirements, and assessing how well your asset meets or could meet those requirements
- Describing your best options for moving forward with development, partnering, and market entry
- Filling in other key knowledge gaps your company may have surrounding regulatory, intellectual property, or competitive issues.

This combined market and technical opportunity assessment provides the intelligence you need to make accurate and confident decisions for new technology-driven products and markets.

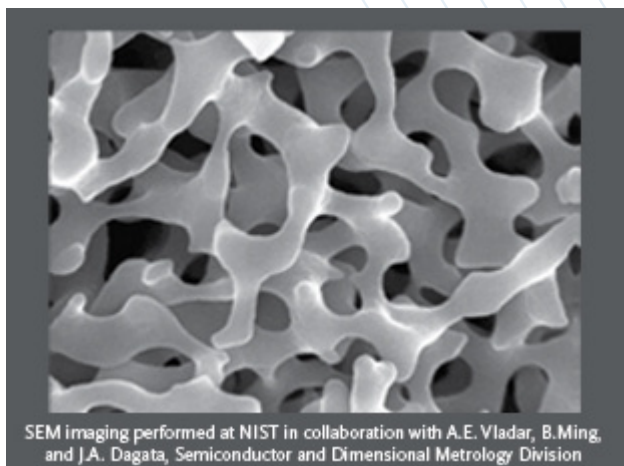
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Technology-Driven Market Intelligence (TDMI) is a component of NIST MEP's Technology Acceleration strategy. Over the past two years, NIST MEP and the regional MEP Centers have been working with RTI International, a leading innovation consultancy, to develop and provide the TDMI service to small and medium enterprise (SME) manufacturers. TDMI projects developed with SMEs from a broad range of industries have resulted in successful new product and market diversification efforts. To learn how TDMI can help your growth initiatives become more informed and successful, contact your local MEP Center for additional information.

TDMI CASE STUDY: PRIME SYNTHESIS, INC.



“I was impressed with the DVIRC team. They work with a lot of different industries, and quickly got their arms around what was important about our technology. DVIRC got us going, and sourced the right resources to help us with our very specialized niche technology.”

Marc Rothstein, President

Technology-Driven Market Intelligence Boosts Product Commercialization

Prime Synthesis was established in the late 1980s in response to the explosive growth of the then-emerging science of molecular biology and genomics. For the past two decades, the company has focused on the development and production of DNA synthesis materials for the biomedical research field.

Situation:

Throughout its history, Prime Synthesis had achieved success through a focus on its core product, Controlled Porosity Glass (CPG) for the DNA synthesis market. Continued research and development of CPG led to a new product that the company believed had potential for a new market. The new CPG product had the capability for higher loading, an advantage in the new target market space. The company thought this characteristic would be an important benefit to drugmakers, but needed verification. They also knew they would need an investor to partner with in bringing the technology to market. They came to the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP affiliate, for support in exploring the market potential for this new product and developing a strategy for moving forward.

TDMI Solution:

To help Prime Synthesis explore potential market opportunities, DVIRC conducted a TDMI project with their partner—RTI International, an independent, nonprofit research and development organization. Using a proven TDMI Needs Assessment process, the DVIRC/RTI team worked with Prime Synthesis to define the key benefits of the new biochemical purification technology, refining Prime Synthesis’s key TDMI needs. “The challenge was to develop an understanding of the target market in terms of market demand, constraints, size, what is needed to compete in this area and how,” said an RTI Innovation Advisor. The team then followed a research methodology that summarized existing global market data, reviewed scientific literature related to the Prime Synthesis technology, and characterized potential applications. The TDMI research also identified key players in the market and utilized extensive expert interviews to directly address Prime Synthesis’s key market and technical intelligence needs and provide real-world insights.

The TDMI research revealed that the potential for the Prime Synthesis technology was even greater than anticipated, especially in the production of billion-dollar blockbuster drugs. A key discovery was that the performance benefits of Prime Synthesis’s technology addressed the rate-limiting (bottleneck) step in current drug production processes. This insight enabled Prime Synthesis to be much more assertive in approaching the marketplace.

Results:

- * Identified \$100M in annual sales.
- * Sourced \$150,000 in funding resources.
- * Created new technology, including patent protection.
- * Gained new market intelligence.
- * Developed a targeted website.

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