

# TECHNOLOGY DRIVEN MARKET INTELLIGENCE

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) provides a systematic and comprehensive approach to technology focused market intelligence. 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.

## With TDMI services from the MEP National Network, manufacturers can:

- Identify a product's biggest strengths and weaknesses.
- Research new and potential markets.
- Characterize new opportunities.
- Identify challenges and barriers to success.

## Through a structured process of 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 the 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.

# 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.

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), part of the Pennsylvania MEP and the MEP National Network, for support in exploring the market potential for this new product and developing a strategy for moving forward.

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.

## PRIME SYNTHESIS' RESULTS WITH TECHNOLOGY DRIVEN MARKET INTELLIGENCE:

**\$100 million**

in annual sales identified

**\$150,000**

in funding resources

## THE MEP NATIONAL NETWORK

The MEP National Network is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.

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