



Case Study

Opportunity Assessment for RDT

Market Analysis For New Rapid Diagnostic Test

Introduction

A prominent player in the field of diagnostic testing was at a critical juncture with the development of an innovative rapid diagnostic test (RDT) designed for point-of-care (POC) use. This new test variation was aimed at detecting bacteria in the digestive tract, a condition that could escalate to cancer if left untreated over an extended period.

To evaluate the potential market opportunity and the viability of further investment in this product, the company sought expert analysis.

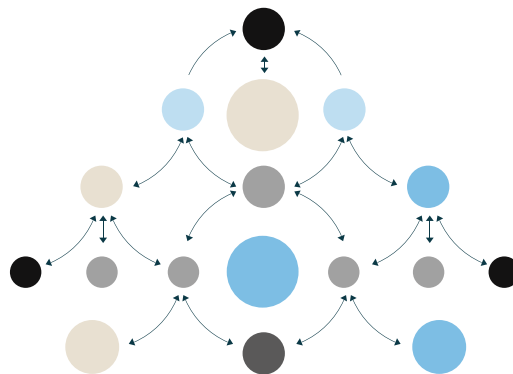
Leveraging our industry insights and data analytics capabilities, we set out to assess the market landscape. The objective was to accurately size the opportunity for the novel RDT by comparing it against existing diagnostic methods, with a focus on speed and accuracy in delivering actionable insights.

This collaborative efforts focused on understanding the competitive landscape, identifying potential market size, and evaluating the new RDT's unique value proposition against current testing methodologies. This comprehensive market analysis aimed to equip the client with the necessary data to make an informed decision regarding further investment in their innovative diagnostic solution.

Approach and Methodology

From the outset, Vamstar utilised a robust approach to gather and analyse data. Employing a bottom-up methodology, the team aggregated data from manufacturers, distributors, and various market actors. This data was cross-referenced with top-down analytical perspectives to ensure accuracy and consistency in market estimations.

The analysis included a detailed segmentation of the market by test type—ranging from invasive procedures like endoscopic biopsies to non-invasive methods like oral swabs—and territory, providing a granular view of the market dynamics.



Data-Driven Insights

Key to Vamstar's analysis was the examination of a decade's worth of tender and procurement data across all major markets, supplemented by the latest tender information.

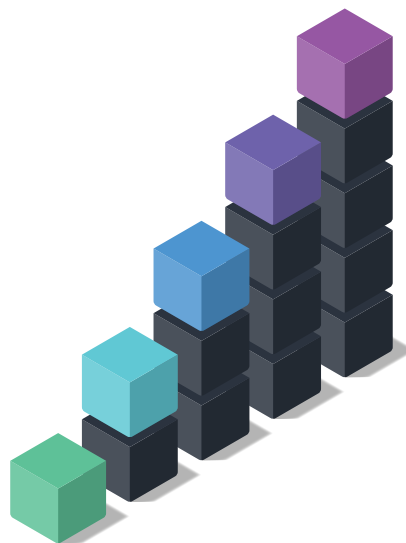
This exhaustive data collection, enabled by Vamstar's AI platform, offered unparalleled insights into buyer trends and immediate market opportunities. The analysis extended to evaluating average selling prices (ASPs), validating revenue and unit volumes, and assessing competitive environments across both invasive and non-invasive testing methodologies.



Phased Project Execution

The project was meticulously structured into four phases, with regular updates provided to the client at each milestone. These phases included data collection, evaluation of market prices and volumes, comprehensive market and tender analysis, and the final presentation of findings.

Remarkably, Vamstar completed this extensive project in under 30 days, showcasing their efficiency and the power of integrating AI with expert analysis.



Expanding Market Opportunities

Beyond traditional market sizing, Vamstar's platform serves as a catalyst for sales growth. The platform's machine learning capabilities automatically identify contracting opportunities, while its NLP-driven indexing simplifies access to and analysis of tender documents.

Additionally, Vamstar's historical data analytics offer detailed competitive insights, and its streamlined governance framework ensures compliance and efficiency in tendering processes. As a result, Vamstar clients experience significantly enhanced market visibility, faster lead progression, and increased efficiency in tender submissions.



Conclusion

Vamstar's innovative use of human and artificial intelligence has redefined the approach to market analysis in the medical technology sector. By combining in-depth human expertise with cutting-edge AI tools, Vamstar not only delivered detailed market insights within a remarkably short timeframe but also equipped its client with strategic tools to enhance sales and market positioning.

This comprehensive market analysis equipped the client with the necessary data to make an informed decision regarding further investment in their innovative diagnostic solution.

Expand your organisations potential today by leveraging next generation solutions.

Speak to one of our agent today.

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