

CASE STUDY

IP Advising for Precision Medicine Diagnostics

SCENARIO

As new owners of the IP rights for a new oncology diagnostic molecular MRI contrast agent, an academic spinoff sought help bringing the device into the clinic. The management team also wanted guidance on determining which companies to approach as future licensees.

Your Strategic Marketing Strategy

A strategic marketing approach is essential to meet successful revenue goals, and should reflect your unique portfolio.

That's why, at Bracken, we've collected talent from the biggest names in pharma, digital health, medical imaging, and software to provide you with a comprehensive and integrated marketing approach

If you're wondering how your go-to-market strategy could improve? Let us take a look.

Chances are, we'll make it work for you.



 [TheBrackenGroup.com](https://www.TheBrackenGroup.com)

 215.648.1208

 12 Penns Trail
Newtown, PA 18940

THE CHALLENGE

A significant challenge with intellectual property (IP) is determining the feasibility of copyright, trademark, patent, and other areas of IP protection. Our client needed a trustworthy, comprehensive investigation of the market opportunities for their new diagnostic agent.

THE STRATEGY

Our team conducted a complete review, including a SWOT analysis, of the MRI contrast imaging market and the opportunity for this new technology.

Regarding licensing, the IP was not strong, and based on the current state of development of the novel agent, the advice to this small company was to cease the development or pass it on to another company through licensing or acquisition.

Having reviewed the potential market for this product and having evaluated the IP and lack of IP protection, the recommendation was to not pursue the development of the product. The company dropped the product, saving them millions of dollars on a product that was unlikely to provide a significant return on investment.

THE RESULTS

1

Millions of Dollars Saved

after dropping a product unlikely to produce ROI

2

Enhanced Market Insights

following SWOT analysis and additional review