

# Market Research for a Cell Therapy Technology

## Why DHC?

Expand Client Bandwidth

Provide Additional Technical Expertise

Solve Existing Problem (Remediate)

## The Ask

Entering the Cell & Gene Therapy space is an attractive proposition for many companies with diverse product portfolios. Successful entry into such a complicated space, though, requires thorough market research and/or modeling. In this case a full Market Research review, including a Voice of Customer survey, would lead to a forecast revenue model for effective planning.

## Core Capabilities



## DHC's Approach

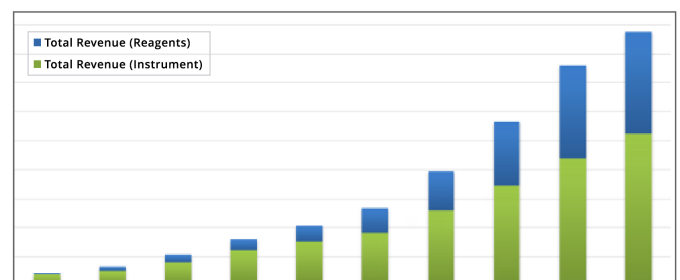
Before releasing a supporting technology into the cell therapy field, this client retained Dark Horse for a full market research workup, including:

- A Voice of Customer survey (learn more about such surveys [in this case study](#)).
- A portfolio expansion project. Evaluating other technologies in the cell therapy field provided the client with a sense of what they might choose to add to their portfolio. The first step is to consider a landscape scan (a detailed example of a different landscape scan project appears [in this case study](#)) to identify the other players in the field and their current and future offerings. This provides a list of possible competitors, collaborators, and/or potential M&A opportunities.
- A go-to-market strategy for launching their product commercially. This includes guidance on maximizing relevant selling features and identifying best-fit marketing forums (conferences, webinars, publications, etc) as well as proof-of-concept data packages for each recommended forum.
- Identifying a target customer profile: companies that are most likely to consider adopting the product, likely decision-makers, and profiles of those who will be using the technology. This process includes a consideration of selling points and related messaging points.
- A revenue forecast model, including assumptions arrived at through the exercises above.

## The Impact

Dark Horse provided this client with a one-stop shop for market research, due diligence on expansion opportunities...and a guiding vision of the science and technical questions necessary to create an accurate to-market strategy. Unlike a traditional market research firm, Dark Horse brings centuries of expertise in the CGT field to bear when considering the competitive landscape, competitive advantages, and target customer profiles.

## Revenue Forecast for Technology Platform X



Having market research completed by a company with extensive technical experience in the market in question is what distinguishes Dark Horse from other possible sources for market research.