

CASE STUDY

Confidential Spatial Proteomics Company

● Empowering Rapid Product Adaptation through Market Insights and Product Definition

In today's rapidly evolving life sciences landscape, companies must be agile and adaptable to stay ahead of the curve. A pioneering tissue imaging company recently partnered with StimulusBio to define a market-driven transition of their product offering.

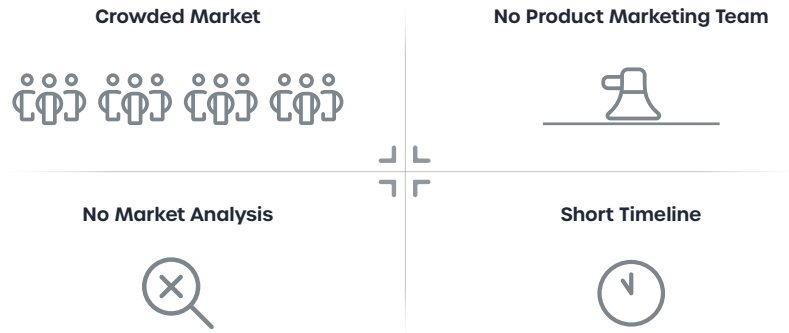
About the Engagement

A forerunner in high-definition spatial proteomics recently engaged StimulusBio to develop a strategy that would differentiate their offering in a crowded and rapidly evolving market. To achieve this under a tight timeline, StimulusBio provided an express service involving strategy sessions with various teams to bring together the information needed to define a minimum viable product (MVP). This work provided a clear path to increase the client's competitive advantage and empower a successful pivot from physical product distribution to a service model.



Challenge

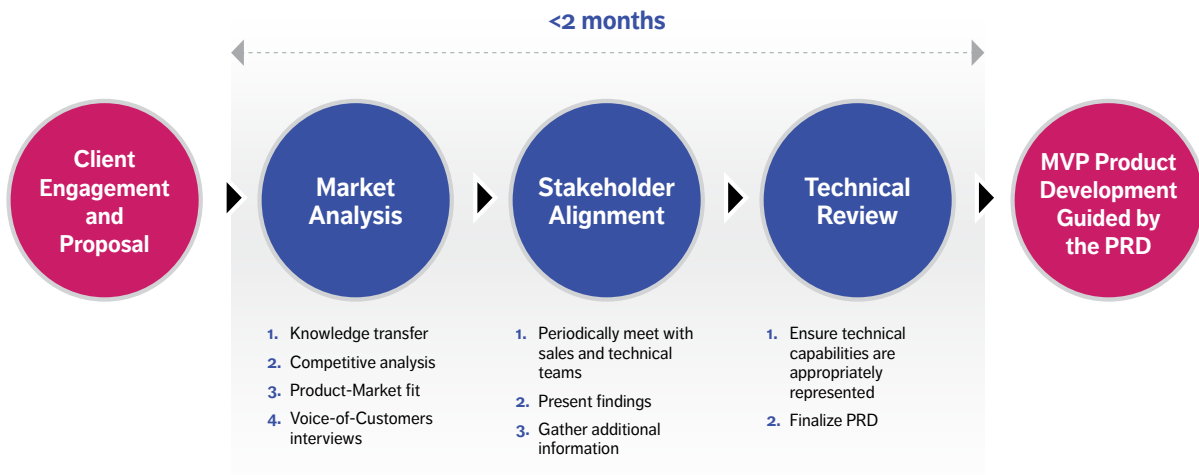
- Crowded and rapidly emerging market necessitated a quick pivot to remain competitive.
- Client lacked a product marketing team to align technical and sales teams.
- Background market analysis was needed to generate a robust requirements document.
- Product requirements were needed within 6 weeks in order to align with business goals.



Solution

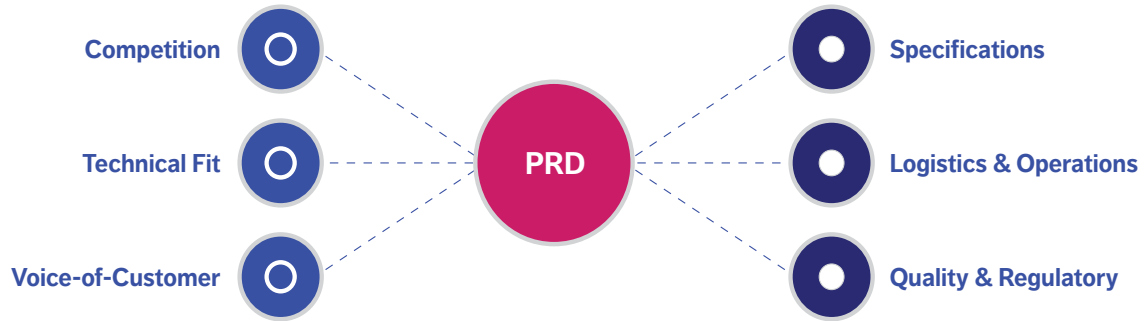
StimulusBio relied on their experience in life science tools and diagnostics development to conduct thorough research and deliver a Product Requirements Document (PRD) defining the market need and minimum viable product.

- **Market Analysis:** Gathered significant product and market knowledge through independent research and voice of customer.
- **Stakeholder Alignment:** Organized knowledge transfer and working sessions with stakeholders to gain an understanding of minimum viable product details required to address the market.
- **Technical Review:** Stepped in as the interim marketing team to align technical and sales team members and finalized the PRD ensuring technical capabilities were appropriately represented.
- **Product Requirements:** Quality system ready document provided and review with development team.



Impact

- **Quick Pivot:** In less than two months, StimulusBio developed the PRD through market analysis, stakeholder alignment, and technical review.
- **Defined Product:** The PRD set the stage for implementing and marketing the service offering while meeting necessary regulatory requirements.
- **Aligned Team:** To execute the plan and capitalize on this emerging opportunity, StimulusBio was leveraged as an interim product management team to work with technical and sales staff.



As a trailblazer in the field of high-definition spatial proteomics, this StimulusBio client developed an innovative technology product that enabled a deep understanding of tissue microenvironments for research and discovery. The client's cutting-edge tissue imaging technology unlocks exciting opportunities for spatial biology research, with potential applications in oncology, immunology, and neuroscience. When the company decided to pivot in response to market pressure, StimulusBio was engaged to identify a potential market for spatial biology services and the minimum viable product (MVP) needed to address that market.

The client sought to capitalize on the pivot quickly but needed more resources to devote solely to market analysis. At the beginning of the engagement, the tissue imaging company had an engineering and sales team but did not have a marketing team in place. To minimize disruption and opportunity costs, the client leveraged the expertise of StimulusBio to augment their team for the project's duration and serve as their interim product management group. As the client's Chief Commercial Officer noted, "Having an external, expert perspective was invaluable during this transition. The StimulusBio team's big-picture thinking and objectivity helped us see new possibilities." The client asked StimulusBio to create and deliver a highly-researched PRD.

Working with client stakeholders and their advisory team, StimulusBio kicked off the project by gathering market intelligence. StimulusBio brought technical expertise in spatial biology, proteomics, and tissue imaging to the project, allowing them to grasp the client's technology and competitive landscape quickly. More importantly, they also provided deep domain expertise in product definition for customer adoption and targeted market research. The first phase required StimulusBio to conduct a thorough market analysis through a three-pronged approach: 1) competitive analysis, 2) product-market fit assessment, and 3) customer interviews.

StimulusBio's data-driven methodology uncovered several key insights, providing a new perspective for the client. For example, the competitive analysis revealed an untapped niche in the spatial proteomics market that aligned perfectly with the client's unique capabilities. The product-market fit assessment identified high-potential customer segments that valued the specific performance parameters offered by the client's platform. The customer interviews yielded valuable feedback on desired features and service levels that shaped the MVP definition.

Through this comprehensive market research, StimulusBio uncovered valuable insights that would shape the client's service offering and go-to-market strategy.

StimulusBio constructed a draft PRD to help the client better understand the competitive landscape and the functional, performance, and regulatory specifications needed to address specific market segments. The document was refined through additional meetings to clarify outstanding questions. The final PRD deliverable went beyond defining the MVP for the service launch; it provided a strategic roadmap for the client's future product development and growth. Additionally, the PRD met the standards of the client's existing Quality Management System.

By laying out a phased plan to expand the service offering with new features and assays, the PRD positioned the client for long-term success in the fast-moving spatial biology field. The final version of the PRD acted as a basis to guide further development and served as a foundation for an extended quality system.

The PRD included detailed MVP requirements and those that would be nice to have at launch or in the future. The client was provided access to supplemental information, beyond the promised PRD, that supported the MVP, such as commercial factors and high-level product concepts. StimulusBio delivered a report highlighting key observations from customer interviews and recommendations to support the client in future product roadmap decisions. By engaging StimulusBio for this project, the client successfully realigned their business to drive revenue and gained strategic commercial and operational insights.

The partnership between the tissue imaging company and StimulusBio exemplifies the power of leveraging external expertise to navigate business model transitions and drive growth in the dynamic life sciences industry. By tapping into StimulusBio's commercialization know-how and data-driven approach, the client made a successful pivot and positioned themselves for long-term success.

With a proven team of commercialization experts and a data-driven approach to product development, StimulusBio delivered real value fast.

As the life sciences landscape continues to evolve rapidly, companies need to be proactive in seeking out new opportunities for growth and innovation. StimulusBio's commercialization expertise can help life sciences tools and technologies companies navigate market shifts. By serving as a strategic thought partner, StimulusBio empowers clients to confidently make bold moves, like business model transitions—unlocking transformative growth and lasting success.



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About StimulusBio

In the competitive landscape of life science tools and diagnostics, even groundbreaking innovations struggle to gain traction and achieve widespread adoption. At StimulusBio, we specialize in empowering these vital technologies to reach their full potential. With our proven commercialization strategies and deep industry expertise, we partner with you at every stage to optimize your product's marketability, reliability, and profitability - setting you up for lasting success in the marketplace.

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