



Custom Analysis & Research

Competitive intelligence, comprehensive literature searches, customer needs analysis, and product assessments - scoped and planned to fit your needs, budget, and schedule

- ▶ **Achieve the critical next phase in your product and business growth**
- ▶ **Reduce risk**
- ▶ **Extend your capabilities**
- ▶ **Save time and money**



Custom-tailored services:

- ▶ **Summary Competitive Intelligence Report**
- ▶ **SMARt Chart® Situational Market Analysis**
- ▶ **Customer Involvement Programs (CIP™)**
- ▶ **Customer Needs Analysis (CNA™)**
- ▶ **Product Market Potential and Financial Analysis (PMP™)**
- ▶ **New Product/Technology Opportunity Identification, Screening, and Acquisition**

**Contact us today for a
no-obligation, free quote
MedIntelliBase.com 425-869-8724**



MedIntelliBase®

Knowledge ⇨ Insight ⇨ *Advantage*



MedIntelliBase[®]

Market | Business | Competitive Intelligence

MedIntelliBase Custom Analysis & Research

Customer Needs Analysis

- ▶ Learn about your customers' problems and needs
- ▶ Create solutions to those problems and needs
- ▶ Identify and screen new products or technologies

Product Assessments

- ▶ Assess your product's marketability and business potential
- ▶ Learn what your customers want and need
- ▶ Locate and screen new products or technologies for development or acquisition

Comprehensive Competitive Intelligence Reports

- ▶ In-depth analysis of your competitors' strengths and weaknesses
- ▶ Track and summarize your competitors' activities

Comprehensive Literature Searches

- ▶ Quick, comprehensive snapshot of the competitive literature and clinical research
- ▶ Identify key opinion leaders (KOLs)
- ▶ Identify emerging and established competitor products and technologies

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