

Case Study: Medical Devices

Customer Due Diligence



Background

CLIENT, a Private Equity firm, was interested in investing in a manufacturer of a new drug and alcohol monitoring device. This device provided unique value to the market in that it was a mobile unit, easy to use, and provided faster results than most other testing devices currently available.

Approach

- In order to better understand potential roadblocks and product perception in the market, LRC conducted a **2-week segmentation scan with qualitative research as part of diligence**
- Leveraged results to **project the size of the market**, identify hurdles, immediate marketing and sales opportunities, as well as **establish a map of the adoption process**

Results

- **Prioritized 6 segments** – identified key opportunity areas within each
- Analyzed purchasing behavior to **recommend sales and marketing portability, safety**
- Performed **cost-benefit analysis on current state administration process**
- **Successful acquisition of target company**