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NEW PRODUCT DEVELOPMENT CHEMICAL DETECTOR SYSTEM

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Summary

- Marketing knowledge required in NPD
- Definition of what business we are in and could be in
- Interpretation of marketing sensing capabilities and market understanding
- Definition of customer value proposition

Introduction

Who are we?

Carmarthen-based SME

What do we do?

Manufacture electronic breathalyser systems

Why we want to develop a new product?

New commercial opportunity in detection of organic materials

Purpose of the new product?

Meet clinical and personal requirements in the detection of Coronavirus infection

What is the approach?

'Open Innovation', knowledge transfer partnership with a local university

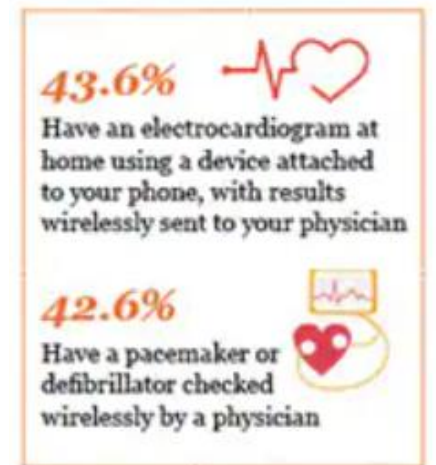
Marketing Knowledge

How and Where to Advertise / Present to Customers

Free samples for businesses which rely on footfall such as restaurant, bars and shopping stores - show customers how the device can be used in order to protect their business.

Market and Consumer Trends – Likely Level of Demand

- Increasing demand for healthcare due to ageing populations
- Increasing demand for health professionals
- Patients are demanding cheaper high-tech instruments, simple to use that will give us facts we can trust
- What happens if vaccine is found?



(PwC, 2020)

Marketing Knowledge

Supply Chain

Already have good knowledge of the supply chain. Can the current supply chain keep up with forecasted demand?

Distribution

Who would we sell it to?

High level: Governments

Medium Level: Health Boards, Councils, Large Businesses

Low Level: SME's, Individuals

Marketing Knowledge

Patent the Technology

Although a patent typically takes 5 years (gov.uk), but manufacturing/R&D would commence with the hope of having patent pending. Only an amendment to the breathalyser.

Time to Market

Relatively short – Same supply chain, current breathalyser design but time will depend on chemical detector technology.

Cost and NPD budget

How much will the product sell for? Range of devices – Low cost vs high tech
Low development cost due to partnership with local university

SWOT Analysis

STRENGTHS

- Detector Systems
- Supplying Public Services
- Supply Chain

WEAKNESSES

- Limited knowledge in medical devices
- Brand recognition to the wider market
- Wider market knowledge

OPPORTUNITIES

- Different models/versions for hospital and individuals
- Service contracts for large businesses/government organisations
- Much broader customer audience

THREATS

- Compliance in the industry
- Wrong diagnosis/ Inaccuracy
- Race to find vaccine
- Product becoming obsolete
- Time to market delays

Market Needs

- Early detection of virus infections to reduce spread
- Fast testing and diagnosis method to allow close to normality
- Monitor science developments on vaccine research – this may change market needs

Competitors

Alcosense – Manufacture Breathalysers

Lion Analytics Pty Ltd Patent GB2231959A

No current competitors in the virus detection breathalyser market

What Businesses are we in or could be in?

We are in?

- Police
- Security Forces



What could we be in?

- Police
- Security Forces
- Health care
- Hospitality
- Commercial
- Education
- Many More

Market Sensing Capabilities

Interpret any of the data and information available

Analyse the information and establish a bigger picture from the data available and decide how the product will work within the market environment

Use this information regarding the market environment to better understand how the product will need to be marketed and to who -
Business to Business or individual level

Value proposition

Hospitality - Wetherspoons

Value will be delivered by;

Enabling all pubs to open, knowing that customers who are tested at the entrance have 99.9% chance of being covid-free

Either use of integrated instrument – fixed device on doors or portable device where customers must prove they have taken prior to entry

THANKS FOR
LISTENING

Any Questions?