

# Identifying the value proposition and positioning of a next generation sequencing (NGS) device in the competitive and growing NGS market



## Client Challenge

The client was looking to raise additional funding through an IPO or SPAC process to further invest into the development of its NGS device and to build out its international distribution channels and partnerships

### Project Phases

**Screened and categorized labs** in the US leveraging CLIA laboratory listing and Definite Health Care hospital listing based on a tailored customer segmentation to the match the potential users of the client's product

**Leveraged numerous primary research interview inputs** to estimate NGS test usage across the various customer / lab segments

**Corroborated bottom-up market sizing analysis with a top-down approach**, which leveraged market shares of competitors and other NGS market specific information derived from KPMG's Proprietary Precision Medicine database and other secondary research sources

## Outcome For The Client



Insight into the NGS ecosystem, including market and customer segmentations, trends observed in the market, and current solutions offered within the various segmentations

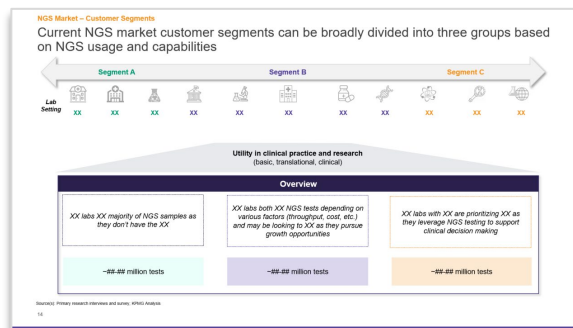


Identification of the current market unmet needs and how the client's technology in development addresses the current gap

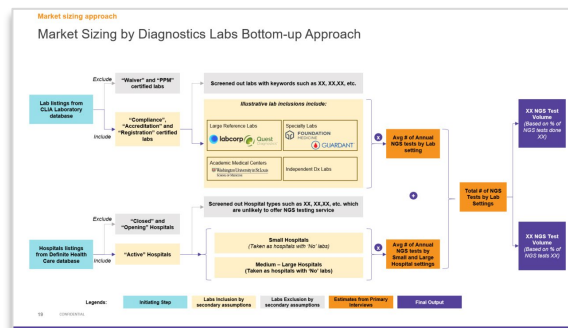


An overview of the regulatory nuances at the customer segment and country level and detailed recommendations to inform the client's equity story, S-4, and product roadmap

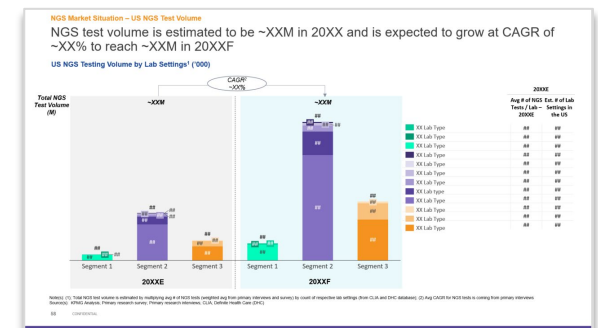
### Customer Segmentation / Database



### Market Sizing



### Test Volume



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