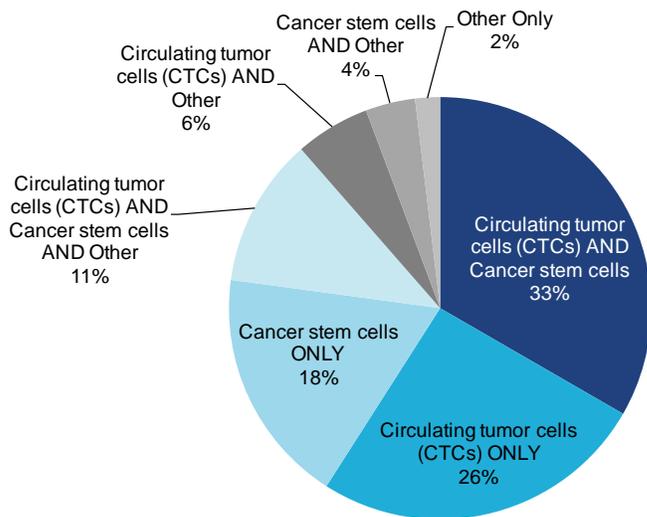


RESEARCH TRENDS

Biotechnology research has been characterized by startling innovations and advances. Companies which continuously monitor their research environments are far more likely to prosper than those who do not. Monitoring scientific research involves more than simply scanning professional journals or attending various symposia. It involves a systematic approach to identifying, and then speaking with, leading researchers in your area of business. The primary goal of this is not to discuss esoteric theories, but to elicit actionable information that can lead to new products and processes.



Modern cancer research has demonstrated that Circulating Tumor Cells (CTC) derive from clones in the primary tumor. The significant efforts put into understanding the CTCs biological properties have demonstrated the critical role CTCs play in the metastatic spread of carcinoma. Our client monitors this area of research in order to refine their technology for highly sensitive, single-cell analysis to detect high levels of heterogeneity seen at the single cell level for both protein expression and protein localization. Tissue biopsies are poor diagnostic procedures: they are invasive, cannot be used repeatedly, and are ineffective in understanding metastatic risk, disease progression, and treatment effectiveness. CTCs thus are considered a "liquid biopsy" which reveals metastasis in action, providing live information about the patient's disease status.

Research Trends Studies Are Used To:

- Scan, monitor and assess specific areas of research.
- Identify unique research directions.
- Develop profiles of current and future customers.

R&D Trends Studies Provide Managers With:

- The ability to recognize research trends from a business perspective.
- A recognition of shifts in the rate of research
- Forecasts of implications of trends for the company's products.

Typical objectives of a study include:

Research Focus

- Identify the customer's major technology focus.
- Discuss the customer's assessment of their niche in the research/clinical community.
- Identify major affiliations
- Determine timeline of objectives

Research Trends

- Discuss the customer's assessment of emerging technologies and products that will significantly change this area of research
- Discuss the customer's requirements for new product functions or capabilities that need improvement or need to be developed.

Organizational Dynamics

- Describe the customer's organizational structure.
- Identify major funding sources.
- Discuss the customer's strengths and weaknesses
- Identify conferences, symposium, trade shows, events, that the customer would likely attend
- Discuss the customer's organizational "culture"

Summary

Monitoring research trends must be a continuous process for it to be effective. It also requires a comprehensive approach that involves the electronic scanning of hundreds of publications in conjunction with targeted interviews with key personalities. The effort provides senior managers with the ability to think strategically about where the market is going, and how the company must change to meet customer's future needs.