



## Commercialization strategy for aptamer screening and drug discovery technology

Case Study | Healthcare

### About the client

A renowned public research institute that has received several grants in the field of medical science, industrial science, solid state physics, and cellular biosciences. It actively collaborates with companies across different sectors.

### Business challenge

Our client wanted to explore the business opportunities presented by aptamer screening and drug-discovery technology. To gain data-driven insight and identify the most suitable commercialization route, it sought an accurate analysis of the technology's adoption trends, market growth, and competitive patent landscape.

### Solution

Being an established technology and innovation research leader, with over 18 years of demonstrated expertise in market and IP research, Netscribes was chosen to meet the requirement.

We took a multi-pronged approach for the study, which included the following steps:

- 1. Competitive benchmarking and market analysis:** Based on an in-depth study of the technology features and applications, regulatory environment, and a comparative analysis of competing technologies, we deduced the potential market opportunity for aptamer screening and drug-discovery technology.
- 2. Patent analysis:** To ensure that the client does not infringe on others' patent rights, we assessed its patent publication across different geographies and highlighted the potential infringement scenario.
- 3. Partnership strategies:** Lastly, we studied the potential target market and proposed a list of entities that could be considered for collaboration or technology out-licensing.

### Results delivered

Based on the insights gathered through the patent study, market and competitive analysis, and technology landscape study, we provided three commercialization routes along with the potential revenue each could generate.

- 1. Collaborative approach:** Partnership with pharmaceutical companies to develop therapeutic aptamers
- 2. Out-licensing model:** Out-license the technology to other companies that offer custom aptamer development services
- 3. Spin-out model:** Establish an in-house drug discovery spinout

### Benefit

Netscribes' comprehensive research and analysis gave the client a very clear understanding of the market potential of its innovation. Based on our recommendations, it decided to focus on an in-house drug discovery spin-out model and soon partnered with a leading pharmaceutical firm, for further development and the commercialization of its innovation.

Inform strategy and maximize impact with custom market and competitive intelligence

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