

# NATIONAL HEALTH CONSORTIUM

## SERVICE PACKAGE

### Market Insight

Assessing the market opportunity for your technology in a new market is critical for your company's success. Unfortunately, access to your target audience and obtaining feedback in an unbiased manner can be time consuming and costly. NHK offers a cost effective way to design and execute structured interviews that address critical issues such as unmet need validation, willingness to purchase and purchase decision making process identification. Our program will give you confidence in your product's fit to a new market.

**Investment:** 30,000kr (value 120,000kr)

**Duration:** ~6-8 weeks

Delivered by Aleap AS in collaboration with selected market research experts

Send email to [info@aleap.no](mailto:info@aleap.no) for ordering this package

# Aleap Market Insight Program

NATIONAL HEALTH CONSORTIUM SERVICE PACKAGE



**Aleap**  
for health startups



# WHY MARKET INSIGHT?

Innovation is never easy and the numbers tell us that most startups fail due to poor understanding of the market, customers and their ability to deliver their idea to market. In healthcare, it becomes more challenging as complex regulatory, clinical and reimbursement requirements can vary across each new market making it difficult to understand the market opportunity.

Understanding the appeal of your innovation outside of your domestic market can appear overwhelming. Accessibility, language barriers and costs stand in the way of understanding the appeal of your product in a new market.

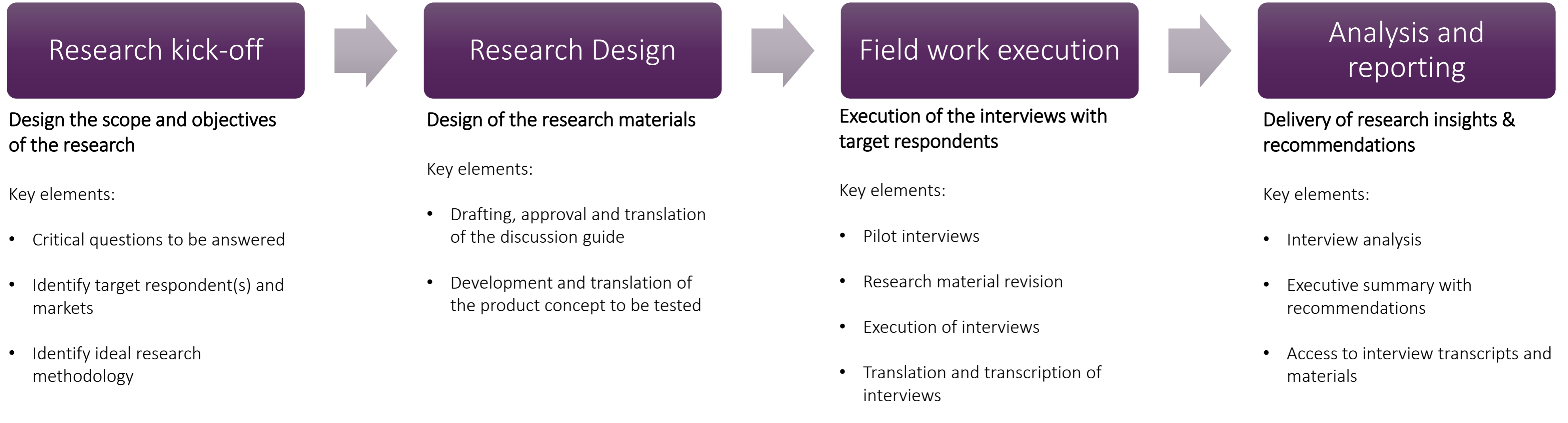
We don't want these challenges to stand in the way of your great idea. We want to ensure that you have the ability to assess the market opportunity for your product in other EU countries, Asia and the US in a cost effective way that provides you with credible and robust market insight.

The service package offers access to global market research experts with extensive experience in conducting market insight programs for healthcare companies. The structured approach will help you design and execute your market research so that you can be confident that your solution can be transferred to new markets.

We want to make sure that you have market insight that will allow you to grow to new markets



# MARKET INSIGHT PROGRAM



## Example programs

### In-depth interviews with reproductive medicine specialists (8 weeks)

- Six interviews lasting 45mins with respondents in the UK (3) & GER (3)
- Understand current processes, challenges and response to new product concept

Informed evidence generation and development strategy

### Assess appeal of new weight control product (3 weeks)

- 250 online German respondents aged between 30 and 60
- Validate concept, identify desirable features and benefits, and inform product development

Disproved some market assumptions allowing team to pivot offering

### In-depth interviews with nuclear medicine physicians (5 weeks)

- Six interviews lasting 45mins with respondents in the US (3) & GER (3)
- Understand current processes, challenges and response to new product concept

Informed product value proposition and development strategy



# PRACTICALITIES

## **Confidentiality**

We understand that protecting your idea is critical to your business, so we'll ensure that everyone involved in the support of your company through this program is covered by a confidentiality agreement.

## **Meet up in person**

In order to get the most out of this program we expect that companies meet in person at the ALEAP incubator at the Oslo Science Park.

## **Allocate time**

Your success in this program is dependent on the effort that you put into it. Your input and approval of research materials at all stages is required in order to keep the program moving forward.

## **Engage resources**

As you complete the program be sure to reach out to your network. Incorporating numerous and ideally differing perspectives to inform your research objectives and goals will be invaluable.

Reach out to the ALEAP team if you have any questions about the process.

# PHASE 1: RESEARCH KICK-OFF

This first phase consists of a 1.5-2hr workshop between the company and Aleap to define the key questions to be answered by the research. The workshop is also designed to understand the need and rationale for conducting primary market research and investigate if any earlier work (primary or secondary) has been done that could potentially address the research objectives.

The company will be expected to share any relevant background information about their technology and market understanding prior to the workshop.

During the workshop it is expected that the company will present their technology and research objectives and key milestones and delivery dates that need to be met. Aleap will facilitate a discussion to determine which research methodology is appropriate and screening criteria for inclusion in the research.

At the conclusion of this phase Aleap can then identify a research methodology including screening criteria that will be suitable to achieve the research objectives.

## Effort:

~10hrs by company (including preparation for workshop)

~5hrs by Aleap

## PHASE 2: RESEARCH DESIGN

With the background knowledge provided during the first phase, Aleap can then move ahead and begin preparing the materials that will be used during the research program. Each of these documents will be developed in collaboration with you and the research will not be fielded until you are satisfied that they are aligned with your research objectives.

Screening criteria: This document identifies who is targeted and qualified to respond to the research. For instance, if you are targeting cardiologists which countries should they be practicing in? Should they be treating a certain number of patients per month? Are they working in a small or large hospital?

Discussion guide: It is important to ask questions consistently and in a manner that does not bias respondents. This structured approach enables us to obtain robust and reliable feedback from respondents. Aleap has extensive experience in designing structured discussion guides to address various research objectives.

Concept for testing: Many research programs involve a concept to be tested with respondents. Aleap can help you design a concept of your technology that can be tested with respondents to determine resonance, uniqueness and willingness to purchase

### Effort:

~2-3hrs by company (review and approval of materials)

~10hrs by Aleap

## PHASE 3: FIELDWORK EXECUTION

Once all research materials are approved for use they are then shared with a fieldwork partner who will translate the materials if necessary and then commence recruitment of respondents based on the screening criteria that was previously developed.

Aleap's fieldwork partners have access to more than 3M physicians and healthcare professionals globally and adhere to market research industry ethics guidelines and regulatory requirements (e.g. GDPR). According to industry guidelines all research is conducted double blinded in order to protect the identity of the respondent and you, the sponsoring company.

Interviews will be conducted in the native language of the respondent by a trained moderator familiar with your technology and with extensive experience from your field of interest.

Typically one or two interviews are conducted in order to pilot the discussion guide and ensure that it flows correctly and that there are no redundant questions. At this point it is possible to make minor adjustments to the discussion guide based on the feedback from the first interview(s).

Once the pilot is complete the remaining interviews will be conducted. The audio and transcripts will then be shared with the company.

### Effort:

Primarily Aleap's fieldwork partner. Effort determined by research methodology and number of interviews.





## PHASE 4: ANALYSIS AND REPORTING



At the completion of all interviews Aleap will share the raw data from the interviews with the company. In addition, a brief executive summary outlining the research goals, methodology and key outcomes will be prepared. This report will document key highlights and insights from the research and some initial recommendations on actions that the company should consider.

It is highly recommended that the company also review the transcripts/audio from the interviews to ensure that no key information is missed by Aleap.

Effort:

~10hrs from Aleap





# RESPONSIBILITIES, DELIVERABLES & INVESTMENT

Aleap will manage the end to end delivery of the research program. This includes:

- Overall project management including weekly update meetings
- Research material design
- Fieldwork management
- Data analysis and reporting

Companies will be expected to:

- Share background materials and provide guidance on desired respondent screening criteria
- Timely review and approval of the screening document and interview guide
- Review of the final report prior to distribution

Deliverables from this program includes:

- Expert advice on how to assess the market opportunity for your product in new markets
- Market research materials (e.g. survey, interview guide) addressing your research goals
- Execution market research with your target audience
- Deliver an executive summary with insight on your product-market fit

## Investment:

Market insight program: 30,000 NOK (Value 120,000 NOK)

Want to learn more?



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<http://www.aleap.no>