

Novel material in dental applications



Research findings enabled informed decision making on how to launch the novel product.

Findings from research the client to make an informed decision on how to move forward with launching their novel product. They also established relationships with key market stakeholders, identified by us, which facilitated market entry.

Technologies

- Material Science
- Landscaping
- Gap analysis

Domain expertise

- Medical
- Dental
- Partner identification



Our client asked:

The client wanted to understand what opportunities there were for a novel material in dental applications.

Our client had developed a novel material with functionalities that were considered of interest for use in professional dental care applications and was interested in exploring receptivity to this material in two key geographic regions (EU and US) as well as identifying potential partners for market entry.

The project story:

We targeted leading dental professionals to test the receptivity to the client's novel material with specific functionalities.

Our research explored strengths and gaps associated with existing materials to determine the importance of the functionalities delivered by the novel client material.

Research also summarised key issues impacting on the market as well as an estimation of market size.

Results: deliverables and outcomes

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Contact us

info@sagentiainnovation.com

+44 1223 875200

www.sagentiainnovation.com

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