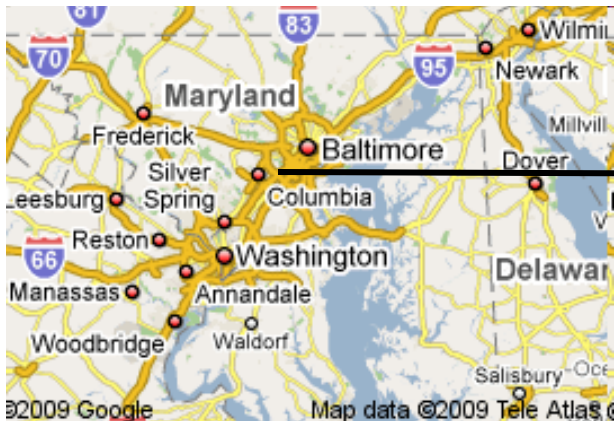# Market Assessment

**Surya Raghu
Advanced Fluidics LLC &
ET Cube International**

WIPO EIE Workshop
Kuala Lumpur, Malaysia
April 16-20, 2018

Motivation

University researchers come up with many good ideas and invention disclosures….

Challenge for the TTO is to see how to assess the market for the invention

OUTLINE

Market description

Rough estimates

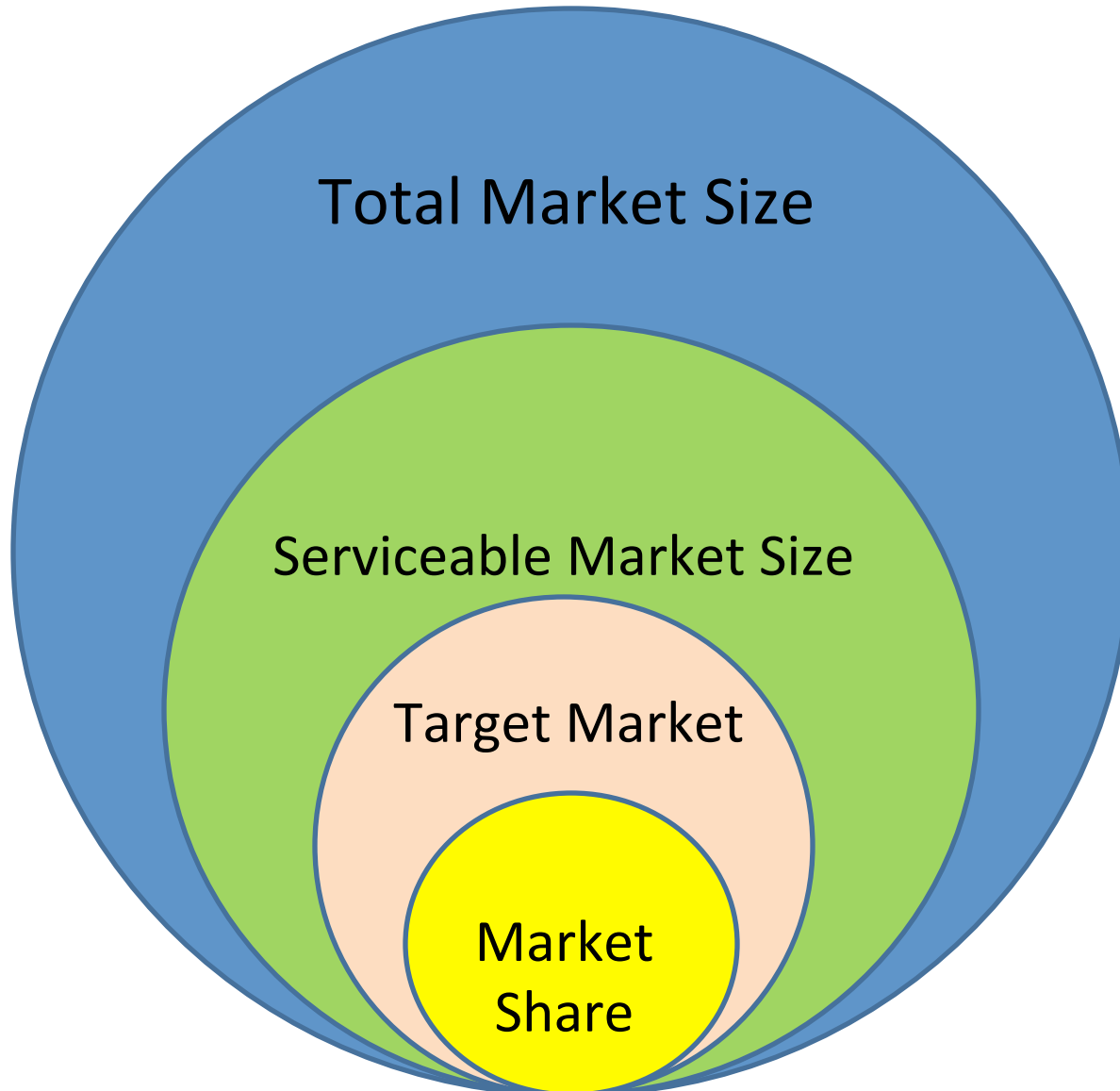Competition Analysis and Entry Barriers

Conclusions

© S. Raghu

Market Size and Characteristics

Market size

Entry barrier

Competition

Market Size

Total Market Size

Serviceable Market Size

Target Market

Market Share

AFSM Market Size Estimates

Market	Item	Number in US
Home monitoring of AF patients	Total number of people with AF in the US	7,500,000
Professional ambulatory emergency medical equipment	Ambulances	40,000
	Fire-dept. based vehicles	75,000
	Police vehicles	260,000
	First Responder sites	290,000
	Registered Hospitals	5,708
	Lifeboats	
	Total	**670,708**

AFSM Market Size Estimates

Physician Statistics (All included under PCP)	Cardiologists in US	16,800
	PCPs in US	250,000
	Allied medical sites	190,000
	Total	**456,800**
Non-professional emergency medical equipment	Private Schools	33,740
	Public Schools	95,000
	Establishments with paid employees	7,387,000
	Establishments in arts, entertainment, and recreation as of Q1, 2015	140,766
	Bus transportation services	
	Airlines	
	Total	**7,656,506**

AFSM Market Size Estimates

Military / Defense	Troop transport	
	Helicopters	
	Ships	
	Airplanes	
	Bases	
	Military training facilities	
	Military schools & academies	57
	Total	
Government???	All office locations	

Market Competition

"Technology Push" – unknown competition

Alternate technologies

"No need" is also a competition

"No Competition" is not an acceptable statement!

Entry Barrier

Competition

You

THANK YOU

Market Assessment

Some of the top reasons that startup companies fail include:
The startup does not understand the market and where they should direct their focus

The startup does not clearly understand the difference between their customers and the decision makers

The startup does not understand how much their prospective customers are willing to pay for their ultimate solution

The startup underestimates the extent and level of their competition

https://research.ncsu.edu/otcnv/new-ventures/venture-development-process/market-assessment/