

Qi3

Life Sciences and Healthcare Technology



Sales & Marketing support for growing technology businesses

Background

In the ever changing and increasingly regulated healthcare market, life sciences companies have to face complex issues throughout the value chain. Qi3 combines deep industry knowledge with extensive functional expertise to help our clients succeed. We work with both large and small companies to help find new applications and markets through the identification, development and communication of user and clinical benefits – in both the medical and broader life science sectors.

Who we are

Qi3 is a leading provider of marketing and business development services for the UK life sciences and healthcare industries and associated organisations. Our clients are able to confidently grow their businesses by taking advantage of Qi3's deep knowledge of the sectors and their interrelationship with parallel sectors such as physics, engineering, and instrumentation. We have worked across many elements of the sectors, including; medical imaging, cell science, life science instrumentation and data services. Our team consists of experts in market research, product marketing, marketing communication and commercialisation who really understand the market drivers and barriers to success in this sector.

How can we help?

Qi3's extensive experience enables us to operate across related sectors and can help to find novel applications not previously considered. In the face of increasing regulations and heightened expectations to innovate, Qi3 demonstrates its value by:

- Devising market entry strategies for businesses seeking to enter the life science and healthcare markets or established life sciences businesses diversifying into new market segments
- Providing independent, insightful research knowledge about funding and market opportunities
- Developing services based upon the burgeoning market for applications of life sciences data
- Developing and implementing technology/ corporate acquisition strategies
- Generating potential customers and brokering strategic alliances, securing early sales opportunities
- Supporting the establishment of effective sales and marketing operations

Qi3 offers strategic, tactical and operational support to technology businesses, large and small. Our breadth and depth of commercial skills is combined with strong technical understanding and we deliver flexible packages depending on a company's individual needs.

We support a wide range of business and product development including:

- Researching Market Potential – Evaluating the feasibility and potential applications or markets of a given technology, group of technologies or patent
- Build Business Strategy – Develop a practical business and product /service strategy
- Build Effective Partnerships – Identify, assess, and select partners, and develop enduring partnerships for R&D, supply and distribution
- Manage Technology & Product Development – Put your product development on track
- Achieve First Sales “Go To Market” – Integrate each commercial element of market research, product development, value proposition and negotiation techniques
- Develop Marketing Channels – Develop channels, measure results and accelerate the business



Domains

We help our customers to maximise their potential in a wide range of principal life sciences domains, including:

- Medical Imaging (systems, detectors, scintillators, contrast agents), including MRI, CT, X-ray, Ultrasound, PET
- New techniques in microscopy
- Radiotherapy
- Visualisation technologies for automated diagnosis
- Life science instrumentation
- Diagnostic instrumentation
- Creating services using biological data

Clients

Qi3 has delivered numerous projects in the sector; our clients include:

- Major Corporations and Technology Enterprises
- Government Agencies
- Universities and Research Institutes

Qi3 is involved at all stages of technology development within commercial and academic organisations. The Qi3 team has worked in the life sciences and healthcare domains for many years. This enables us to quickly and effectively provide expert input into your business.

Specific project examples

Public sector

- European Space Agency – life science experimentation in microgravity
- Science Technology Facilities Council – physics to healthcare
- Electronics, Sensors, Photonics KTN – physics to healthcare programmes

Companies

- Elekta - Product management - simultaneous x-ray therapy and MRI imaging
- Unilever Ventures – Market assessment and strategy – simultaneous MRI and EEG
- Applied Scintillation Technologies – x-ray detection systems for dental imaging
- Phase Focus - Marketing management - “lenless” system for microscopy
- Nanosight - Nano-particle measurement techniques for life science applications
- Droptech - Business coaching and strategy development nanodroplets
- Cambridge Biomagnetics - Magnetic nano-particles for life science tagging applications

Universities

- Dublin City University – Market assessment and entry strategy – Computer Aided Diagnostics in Virtual Colonoscopy
- Heriot Watt University – super-resolution imaging of cells
- Newcastle University - Market entry strategy for drug screening technology
- York University – Hyperpolarised MRI contrast agents
- Aberystwyth University – Market potential for the extraction of chemicals from oat plants

Funding and Grants

Qi3 is able to offer its services with expert staff registered on the Manufacturing Advisor Service (MAS) Directory. This enables companies to receive support from Qi3 staff together with enabling grants of up to £3000. The Qi3 team facilitates access the funds through all appropriate methods, including sales, collaborative, R&D, grants and equity finance. Qi3 has an excellent track record of enabling companies of all sizes to access funds for technology development.

Customer Reference

“ We engaged Qi3 to fill a gap in our Product Management coverage on a multi-faceted and highly technical project. On researching their previous work, we became confident that their experience in other fields would map well to the task at hand. We were pleasantly surprised at how quickly they grasped our issues and helped us to map a course forward that could be handed over to an in-house Product Manager with ease. Qi3 exhibited stellar professionalism and drove the project hard, even when we were unable to focus on it. They always had Elekta’s objectives in mind and delivered on every one of their commitments. I would be pleased to recommend Qi3 to you. ”

- Timothy Prosser, Elekta

“ Within GSK, Qi3 has had a real impact on image analysis in drug discovery and the process analysis for reactors by introducing the company to excellent scientists who are not in our normal fields of expertise. ”

- Malcolm Skingle, GlaxoSmithKline

“ The Qi3 bootcamp was an incredibly useful experience for us. You provided us with the time and the environment to spend our undivided attention on the business plan and, with that, a series of experts, mentors and advisors for all aspects of the business. Our coach was incredibly valuable to the progress we made over the 2 days: he fully understood our field and was able to guide our thoughts during the quick “round-robin” of mentors, and stayed with us until midnight to help us crystallise our business model and help us with our financial projections. The second day, he orchestrated the advisors/mentors in the exact sequence we needed! The quality of the lawyers, business angels, manufacturing experts, early-start up directors that gave their time and advice was outstanding. We came away from the bootcamp with a completely redefined business plan and with much more enthusiasm for the end game! ”

- Liisa van Vilet, Droptech

How do I get started?

Robin Higgons on +44 (0)20 7925 1992 or +44 (0)1223 422404 or email robin.higgons@qi3.co.uk for a confidential discussion of your needs. For further information, visit www.qi3.co.uk/domains/market-domains/healthcare-life-sciences/

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