

Market Intelligence and Consulting

WHO WE ARE

The Mind Company is a Consulting company specialized in Market Intelligence. Our Management Team has solid experience in consulting and research, combining 15 years of experience in McKinsey, Booz Allen Hamilton, Kaiser Associates and Frost & Sullivan.

WHY USE MARKET INTELLIGENCE CONSULTING?

Market Intelligence help executives in their decision making process through the collection and analysis of hard-to-get information from outside the company.

We obtain fact-based insights from a different array of market stakeholders (e.g. competitors, suppliers, channels, partners and customers) based on direct open-ended “peer-to-peer” interviews (instead of simply surveys or syndicated research) that leads to fully customized implications. These insights are the result of the combination of a world-class research methodology and the structured, analytical process of management consulting.

Typically, our clients use us when instead of traditional management consulting services, they need to obtain hard-to-get external facts and insights to strengthen their decision making, either to better understand their current markets, to find/evaluate new opportunities, to identify leading best practices or to identify unmet or underserved customer needs.

WHAT WE DO

Our services support specific decisions or reviews in a wide range of areas:

Strategic planning and Go-to-Market reviews: market sizing and market share estimations, competitive landscape updates, competitors profiling, value chain analysis, pricing analysis, value driver analysis

Growth: new market assessments, market entry, screening & identification of potential targets, deep profiling of players
Development of short term plans where a lot of external data is required (e.g. change of commercial / pricing plans, others)

Performance improvements initiatives: customized benchmarking, identification of external best practices

Facts about The Mind Company

- Founded in 2006 by ex-McKinsey and Booz Allen consultants as a means to leverage the offshore model in consulting and market intelligence.

- Three offices (NY, London and Buenos Aires) with more than 30 employees in our delivery center.

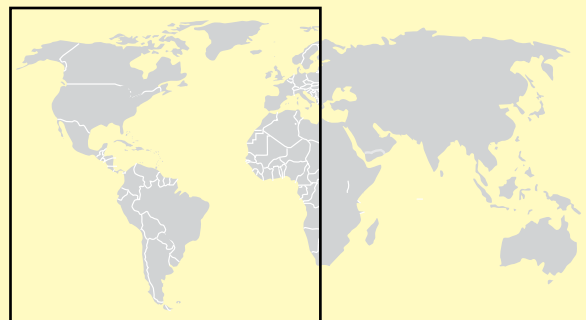
Our distinctiveness resides in the combination of:

- **Our specialization in projects that are primary research intensive:** we combine consulting experience with research excellence through the application of the highest standards of project management

- **Our expertise in Healthcare and Pharma:** we have more than 8 years of Healthcare & Pharma consulting projects experience and one of our Directors is a Medical Doctor with more than 7 years of hospital practice

- **Our capability to deliver at a fraction of standard consulting costs:** not only are our projects more lean (average project is 6-8 weeks) and actionable but also since our delivery center is based in Buenos Aires Argentina, we deliver work in your time-zone at rates that are 10-20% of the cost of management consultancies

- **Our focus in the US, Latin America and EU 5 markets:** we hire and train the best international team of analysts (I.e. from the US, UK, Germany, Brazil, Mexico, Argentina) that are fluent or native in target languages and are acquainted to local cultural and business nuances.



Case Study: Market Sizing for Medical Devices

SITUATION

The VP of a business unit of a global medical devices company wanted to improve his performance in the US market. Historically he had experienced strong growth, but in maintaining this growth had turned into a challenge. Finding new areas of growth and maintaining his share in his accounts had become increasingly more difficult and required a much more fine-tuned approach based on a more sophisticated understanding / mapping of the market.

CHALLENGE

As typically innovation had been a key growth driver, detailed market and competitive data had historically not played a key role in the decision making process. The many syndicated reports available, were not leading to valuable insights on where to play, or what to do to gain share / expand in accounts. Neither was the information gathered by the sales force which was sketchy. Although, the VP had a segmented approach, he did not have external information about each of these segments and how he was performing in them vis-à-vis his competition. As a result, the VP needed a detailed map segmented to support the development of his commercial plan or those of its competitors.

(1) Kick-Off

Within the 1st week, The Mind Company formulated initial hypotheses with the client and developed frameworks and models for subsequent phases. This involved an information transfer from the client as well as initial secondary research (i.e. scanning of public sources and private reports available in our databases). During this phase, The Mind Company jointly with the client defined variables in order to segment the market into account types and developed an initial classification in 3 different tiers.

(2) Research

The next 7 weeks required extensive primary research to populate and adjust the frameworks developed. Primary research refers to peer-to-peer semi-structured competitive-intelligence interviews, in this case with competitors; the purchasing departments of hospitals & clinics; wholesalers; retailers; and physicians. By interviewing 30-40 key stakeholders in each segment we identified the different purchasing/growth drivers for each tier, understood how the client stack-up compared to the competition in each one and mapped what factors were driving that difference.

(3) Recommendations

During the last 2 weeks the team analyzed the information gathered throughout the project. This enabled The Mind Company to study individual findings, compare insights and “so whats” across all cases and to draw valuable conclusions on what areas of the market had the most opportunity. This was presented in a final document, which was ready to be shared with upper management.

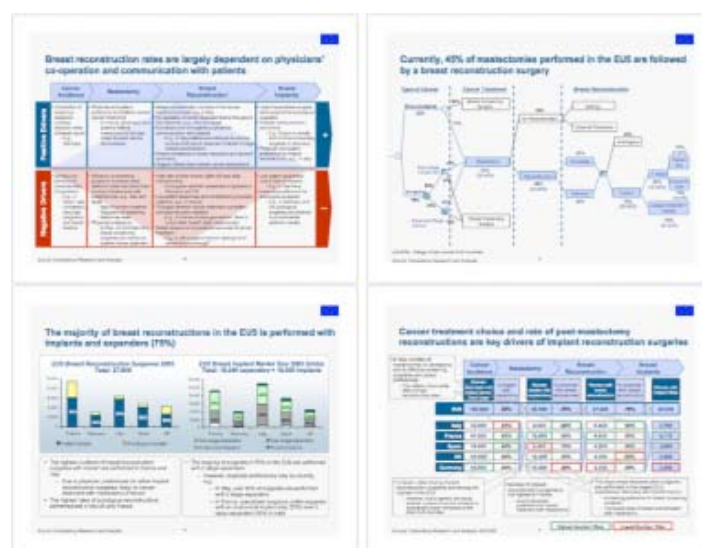
RESULTS

The insights from the project enabled the Client to (1) have an unbiased and detailed view of the size and potential of the different market spaces with an understanding of what were the key drivers for each one, (2) identify segments, their level of attractiveness, and prioritize which should be pursued and how (3) have a thorough understanding of competitors’ strategies and how the Client could replicate and improve them.

DELIVERABLES INCLUDED

- A detailed PPT overview of the market, including: identification of tiers, with key growth drivers and future expectations; segmentation and profiling of the attractive tiers; summary of market sizing; list of key customers and forecasts of their future behavior; and a breakdown of the main competitors, their targeted tiers, product portfolios, market shares, etc.
- An in-depth Excel market sizing model, including total market size, breakdown by tier, and competitor market share (volume and value for each).
- A database of key clients by Tier.

Sample Slides



WE HAVE ALSO ASSISTED MEDICAL DEVICES EXECUTIVES IN ISSUES REGARDING

- Market assessments for new products or launch of existing products in markets
- Market and competitor’ reactions to external shocks (financial crisis, new entrants, innovation)
- Go-to-market strategies (e.g. how to tackle channels and their influencers) including competitor best practices