

# Discovery Informatics Product Definition



## Business-to-business consulting services for market-leading products

What is the greatest challenge in bringing novel informatics-based products and services to the life science discovery market? Is it understanding the science of the application or the needs of the customer? Is it developing and characterizing the underlying technology? Is it creating and articulating an effective market strategy? Most often, market success for new products depends not only on a grasp of each of these elements independently, but on a thorough understanding of how they interplay and combine as product requirements.

### Our core services

Our services are customized to each client depending on their own capabilities and needs, but the following examples from previous engagements illustrate where we can add particular value:

- **Scientific validation and application review**  
Do the software and its algorithms really work as intended? We review the technology through users' eyes and we benchmark results objectively.
- **Product conceptualization**  
Generate, refine and storyboard alternative ideas for new products. Which have the most potential? Which fit best with existing business?
- **Market strategy**  
Who is the product or service for? What will its impact be on their processes and why do they have to have it? Optimizing these drivers and defining the whole product accordingly is critical to a compelling value proposition.
- **Business rationale and capability assessment**  
Does this product fit into the business as a whole, and does the organization have the skills not only to develop the product, but to market it and to support it successfully?
- **Competitive analysis and partnership survey**  
What is the competitive landscape and how does this product fit technologically and commercially? Who are natural partners who can help extend our reach in the market?
- **Market validation**  
Will people buy this product? It's best to find out early if it will hit the mark or if a course correction is indicated. We go into the field with a prototype and find out what the demand is and if the product specification is on target.
- **Intellectual property evaluation**  
What are the IP issues involved? Are there assets to be protected or prior art that might be blocking?

The mission of Discovery Biosciences is to help our client organizations respond to this need. Drawing upon the extensive industry, science and technology experience of Discovery Biosciences' principals, we offer a full range of consulting services to complement and extend our clients' ability to bring a new product to market.

We focus on the task at hand and deliver results accordingly. A key benefit of this collaborative method is the transfer of much of our application knowledge and perspective into the client organization within the context of the project. This approach to consulting, coupled with our proven expertise in life science discovery, technology and informatics, sets us aside from generic marketing, business and management consultants.

With our collaborative approach, we are able to tailor what we do specifically to a client's needs, goals and capabilities. Consequently, we are able to contribute at many stages in the product development lifecycle, particularly in the start-up phases and on tasks that span business, technology and scientific issues – from working through the application requirements and market considerations of product concepts to validating the scientific relevance and market positioning of an existing product. Wherever you choose to apply our skills and services, you can be assured that we will strive for the success of your product as if it were our own.