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Fremont, CA

Sample Case Study : Product Launch Strategy and Execution

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Problem Statement

- A U.S. based medtech company wanted to launch their recently FDA approved product for treatment of Obstructive Sleep Apnea (OSA) in India market

Orbees Approach

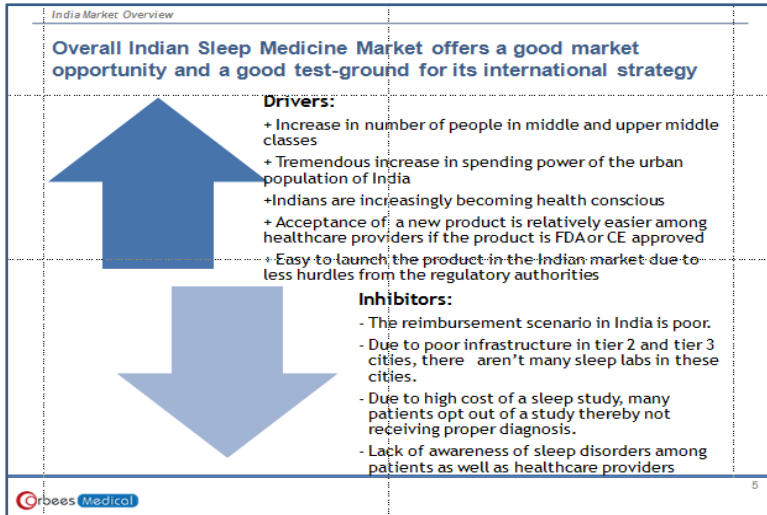
- Orbees Medical conducted an in-depth analysis of the Indian OSA market to assess the market potential of the Client's products.
- Engaged KOLs to understand their perception on the existing products in the market.
- Orbees Medical created a comprehensive launch plan for the client which included various activities such as marketing, physician training, regulatory and custom clearances, etc.
- Created a Business case and a market forecast for the client
- Orbees Medical identified and appointed appropriate distributors in India who could cater to the client's needs
- Executed various Press Releases and other PR activities during and after the launch of the product

Outcomes

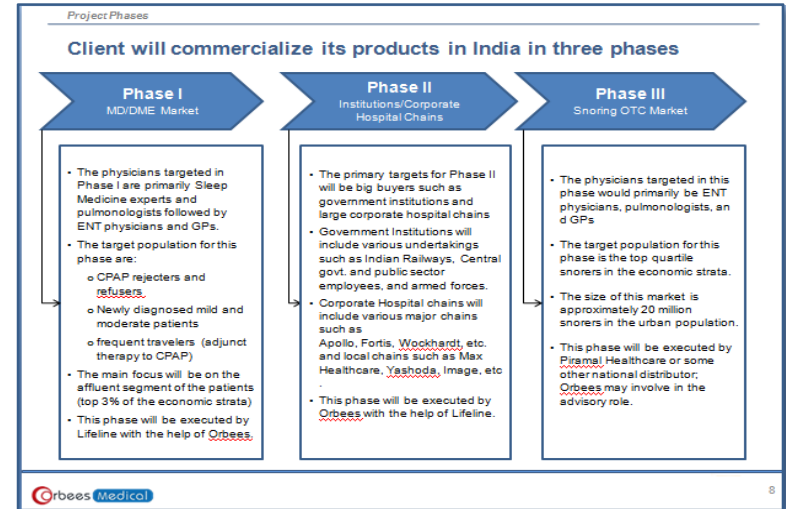
- Enabled the client in taking the decision of entering into the India OSA market
- Helped the client in making good relationship with the KOLs in the field of sleep medicine
- Orbees Medical became the Country Manager for the client's product in India and took the responsibility of managing various day to day activities related to the sales and promotion of the product

Orbees Deliverables

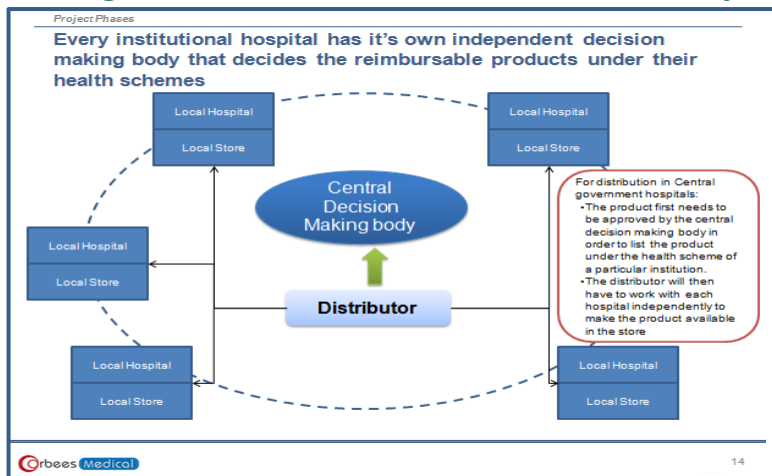
Drivers and barriers for the client in entering the Indian Sleep Medicine market



A step-wise strategy for the client to enter the Indian Sleep Medicine market



Various channels of distribution which need to be targeted to enter into the market effectively



A 24 month forecast for the client

Metrics

It is estimated that Client will be able to cross \$ 3 million in revenues by the end of 2nd year

Assumptions			
	Tier 1 Physicians	Tier II Physicians	Tier III Physicians
No. of Physicians in India	700 – 900	100-200	Can't say
Compliance Rate after trial	60%	50%	50%
Avg monthly usage	15	15	15
Ex-factory price :			
End customer selling price :			

Forecast						
Metrics	Month 1	Month 3	Month 6	Month 12	Month 18	Month 24
Total no. of Prescribing Physicians	200	560	1170	2260	2870	3308
Total number of patients using Product	260	1920	8004	29047	55309	78950
Total Units of Product sold	3840	28705	120063	442003	830088	1182800
Client's Revenues in 12 months	\$ 676,411					
Client's Revenues in 24 months	\$ 3,363,083					

Orbees Medical