

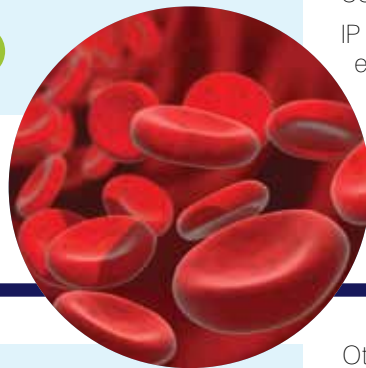
DIAGNOSTICS

Client
Atomo Diagnostics

Client Sector
SME

Service
Market Opportunity Assessment,
BD and Licensing Support

Expertise
Rapid In Vitro Diagnostics



Background:

Atomo Diagnostics is a medical technology company bringing next generation rapid diagnostic solutions to market and radically changing the way that we diagnose disease. AtomoRapid™ is an award-winning fully integrated blood sampling platform technology that has been launched for HIV and Malaria diagnostic applications in Africa, with UK and USA market entries underway.

IP Pragmatics was tasked with evaluating veterinary market opportunities for the AtomoRapid™ and subsequently, to identify and approach prospective partners, to license and commercialise the platform in the vet field.

Approach:

The team evaluated the animal health rapid diagnostics markets and prioritised by value and overall attractiveness of potential vet applications for the AtomoRapid™ technology. A list of potential target industry partners in the context of the Client's technology were outlined and subsequently approached by IP Pragmatics via its established networks.

Result:

Non-confidential discussions were initiated with multiple animal health diagnostics companies. Through these efforts a leading IVD company expressed broader interests in partnering with Atomo Diagnostics. IP Pragmatics led these discussions through to confidential and term sheet negotiations that are currently ongoing.

Client
Otago Innovation,
University of Otago

Client Sector
University

Service
Market Assessment and
Licensing Strategy Advice

Expertise
Diagnostics



Otago Innovation has patented improved diagnostic methods for detecting Antimullerian hormone (AMH), in two distinct forms, namely proAMH and AMHN,C. The clinical assessment of ovarian function is widely determined using assays specific for Anti-Mullerian Hormone (AMH) for fertility and other potential applications.

Following business development efforts, Otago has been approached by potential licensees for this AMH technology. To further quantify the market opportunity for the AMH diagnostic technology IP Pragmatics was appointed by Otago to carry out a brief market and comparable deal analysis in order to help inform Otago's licensing strategy and headline deal terms.

Based on the diagnostics' deal experience within the team, IP Pragmatics assessed the existing market size and uses for AMH in human and animal health fields, performed diligence on the prospective licensees, outlined development and licensing considerations for IVD in the context of the AMH technology and recommended a deal structure and value to the Client.

These findings provided the client with a clear framework and context to drive negotiations with the licensee.

