



LUMERIC™ Project Summaries

Project Type:

Commercial Due Diligence /
Lumeric QuickView

Sector: Healthcare

Company Size: \$60m

Company Position:

Market Leader

Client Level:

CEO

The Critical Decision:

Would a US manufacturer of mobile surgical vehicles present an effective platform for a Europe based provider of mobile health services to enter the market?

The Answer:

No. The dynamics creating a large need for mobile health services in Europe do not exist on the same level in the US leaving the target company with a much narrower market to serve and challenges in achieving profitability.

The Discussion:

The client, a well established provider of mobile healthcare services in Europe, was looking for viable opportunities to enter the US market with a similar offering. Management was approached by a 3rd-party with the opportunity to acquire the Target. But before engaging with the 3rd-party the client wanted a better understanding of US market potential along with an initial profile of the Target.

Through a set of in-depth interviews with current customers, prospective customers and industry experts, Lumeric sized the addressable market for mobile healthcare services in the US, identified the Target's competitive position and market share and developed a model of profitability for the Target and the industry. The overall conclusion is the US market and the Target were very unlikely to deliver the same types of returns as in Europe and the client decided not to pursue the initiative further. 