



US Market Entry Strategy

1 About Blue Earth Diagnostics

Blue Earth Diagnostics (BED), an indirect subsidiary of Bracco Imaging S.p.A., is an established molecular imaging company on a growth trajectory to provide innovative, well differentiated diagnostics solutions, informing patients and driving future therapies in cancer.

Formed in 2014, Blue Earth Diagnostics' is now over 100 employees and has a successful record of accomplishment of rapid development and commercialisation of positron emission tomography (PET) radiopharmaceuticals, having gained approval for its products POSLUMA® (2023) and Axumin® (2016). Blue Earth Diagnostics' focus is in cancer and Bracco also has a PET product in the cardiology space (CardioGen-82®). Blue Earth Diagnostics' strategy is to apply its knowledge and expertise to developing promising cancer radiopharmaceuticals for imaging.

2 Project Context: Entry into the US Market

The project "InsightPET" aims to identify commercially promising areas of clinical unmet need in cardiovascular molecular imaging for targeted radiopharmaceutical tracers. Blue Earth Diagnostics seeks to inform its strategy for in-licensing diagnostic PET tracers. The project aims to address key questions such as identifying unmet clinical needs in standard of care and the commercial potential of addressing these through a targeted PET tracer.

ICG will help Blue Earth Diagnostics identify commercially promising areas of unmet clinical need in cardiology molecular imaging for targeted radiopharmaceutical tracers. The project will leverage secondary research to understand the market landscape for various imaging technologies.

3 Project Objectives

Medical imaging techniques identification

- Conduct secondary research to gauge the potential medical applications within the cardiovascular space
- Curate this list to focus on applications which require medical imaging techniques

Market landscape determination

- Conduct primary and secondary research to gauge size and growth of markets for each identified medical imaging technique as well as the competitor landscape
- Identify up and coming imaging techniques or tracers and their potential impact on the industry

Use cases of client's novel radiopharmaceutical tracer

- Evaluate the integration of the client's tracer within the identified markets
- Present recommendations to the client on each option's financial opportunity vs achievability

4 Learning Outcomes

- Experience the fast-paced environment of a startup, as well as the direct impact of your work
- Learn and apply business analytical skills and big data
- Gain insights into a variety of consulting techniques used to tackle each of the project objectives
- Hands-on experience in an interesting and niche, but growing industry

5 Application process

The project is expected to commence in the third week of October 2024 and last for 6-8 weeks. To apply, please submit your CV stating your reasons for applying and the qualities you would bring to ICG. Shortlisted candidates will be interviewed by the Project & Engagement Manager before commencement of the project.

