

Commercial Advice

DD360

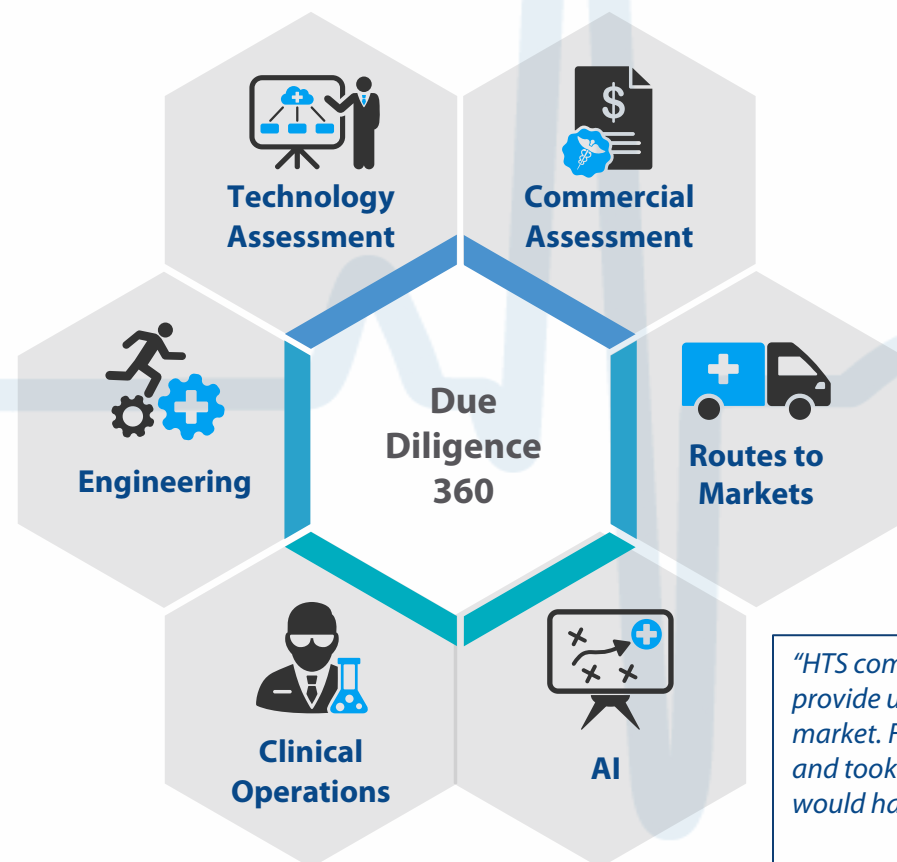
London & Oxford

Apposite Capital

APPOSITE
CAPITAL LLP

MIRADA
The Imaging Software People

Comprehensive Due Diligence covering Technical, Commercial and Clinical Operational aspects of investment prospects



Project Description

Project was delivered to Apposite Capital, one of the leading healthcare investors in Europe.

The recent surge in the potential applications of AI in healthcare has resulted in a myriad of startups and SMEs developing new AI solutions and seeking investment at various stages of their development.

Investors face a major challenge when assessing the real potential of healthcare AI companies as the traditional due diligence processes can not sufficiently cover the true potential of the engineering, Machine Learning and AI technologies developed and, more importantly, how the company's products and services could be deployed in the clinical pathways and operations.

Apposite Capital instructed HTS to conduct a 360 degree detailed assessment of the technologies, commercials and routes to market for the legacy and new AI-based products of Mirada-Medical, an Oxford-based SME with a track record in imaging and cancer therapy.

"HTS combined technical, commercial and operational competence to provide us with a holistic view of Mirada's technology and positioning in its market. Farhang and the team were pleasant and responsive to work with and took a flexible and pragmatic approach as the project developed. We would have no hesitation using them again in a similar project."

Sam Gray, Partner, Apposite Capital LLC

HTS' Role

HTS provided a comprehensive and detailed assessment of Mirada Medical covering three major areas:

- 1. Technology:** covering review and assessment of the company's Intellectual Property (IP), product portfolio and roadmap, R&D, engineering and product development capabilities, quality management systems, regulatory and compliance status and strategy.
- 2. Commercial:** including but not limited to assessment of the existing products market position, key customers, financials, business development and marketing plans, detailed competition and SWOT analysis.
- 3. Route to the Clinical Operations Market:** assessment of the potential for Mirada's new AI solutions to be used in care pathways and clinical operations including barriers, opportunities and options.

Outcome: GBP 6 M invested in Mirada Medical
Project Period: October 2018 – January 2019