

Commercial Advice

DD360

Digital Health

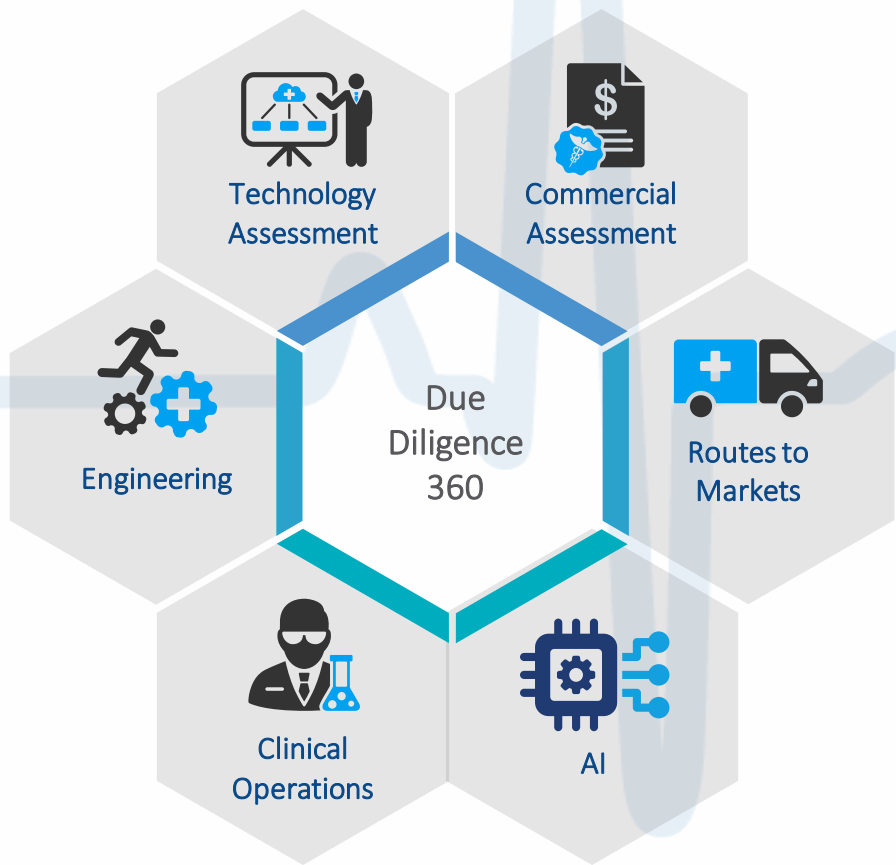
AI

London & Oxford

APPOSITE
CAPITAL LLP

MIRADA
The Imaging Software People

Wide-Ranging Due Diligence Services covering Technical, Commercial and Clinical Operational aspects of investment prospects



Project Description

The project was delivered to Apposite Capital, a prominent healthcare investor in Europe. The rising potential of AI in healthcare has led to numerous startups and SMEs developing AI solutions and seeking investment. However, evaluating the true potential of healthcare AI companies is challenging, as traditional due diligence processes may not adequately assess engineering, Machine Learning, and AI technologies, nor how products could be implemented clinically. Apposite Capital engaged HTS to conduct a comprehensive 360-degree assessment of Mirada-Medical, an Oxford-based SME known for imaging and cancer therapy. This assessment covered technologies, commercial aspects, and market strategies for both legacy and new AI-based products.

“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 played a comprehensive role in evaluating Mirada Medical across three critical domains:

Technology: This involved an in-depth review and assessment of Mirada's Intellectual Property (IP), product lineup, future plans, research and development capabilities, engineering and product development strengths, quality management systems, regulatory compliance, and strategic approach.

Commercial : HTS conducted a thorough analysis of Mirada's market presence for existing products, key customer relationships, financial performance, business expansion strategies, marketing plans, a detailed competitive landscape, and a SWOT analysis.

Market Integration Strategy: The assessment also encompassed the potential integration of Mirada's new AI solutions into care pathways and clinical operations. This analysis covered identifying barriers, exploring opportunities, and providing strategic options for successful market penetration.

Client Benefits: Independent 360-degree assurance on the technical and commercial viability of an AI-based health tech investment candidate

Outcome: GBP 6 million initial investment followed by significant additional funding