

Commercial Advice

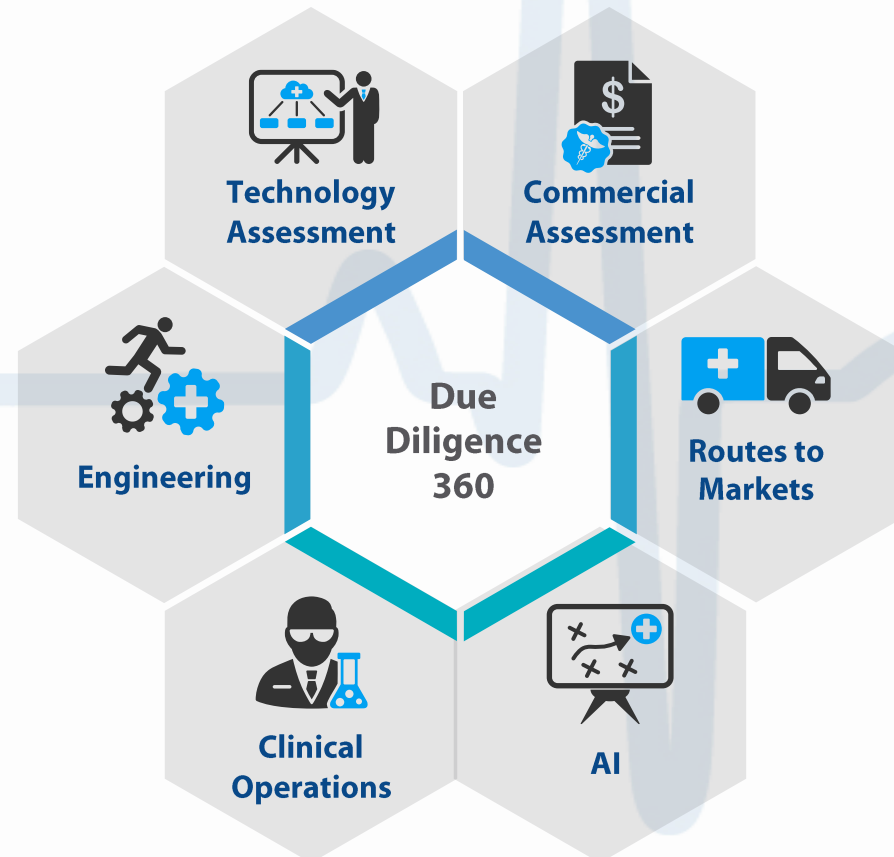
DD360

Cambridge

Palmdale Ventures



Comprehensive Business and Technical Assessment of a Cambridge-based Digital Health Startup Company on Behalf of the Shareholders



## Project Description

HTS was asked by the investors to conduct a detailed assessment of the company's technical and commercial status, commercialisation plans market potential.

The shareholders needed an independent view of the differentiators and real potential of the software platforms and solutions developed by the company over the past 2 years.

Scope of the project was for HTS to conduct an initial 360 degree assessment of Cambridge Healthcare, its cloud-based Personal Health Records platform "HowAreYou.com", key differentiators, technical and commercial capabilities, routes to market and the potential for adaptation in clinical pathways and practice.

The scope was extended over a period of 18 months covering ongoing advice to the Board.

## HTS' Role

HTS provided a comprehensive and detailed assessment of the company covering three major areas:

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

HTS assignment was extended to provide ongoing advice to the Board throughout the life span of the company.

**Client Benefits:** Independent review and advice on all technical and commercial aspects of the portfolio company