

How to Analyze a Medical Product/Company

Product

- Science
 - Does the science fill an unmet medical need?
 - Define the science of the product and its utility.
 - Is the technology, novel and validated?
 - What is the non-human pharmacology/toxicology?
 - Has the medical product been manufactured (pilot batch)?
 - Intellectual Property; is it filed/issued/challenged?
 - What are the scientific products in competition with this concept?

- Clinical
 - Does the clinical data meet an unmet medical need?
 - Is the manufacturing issues worked out for scale up?
 - What is the human pharmacology/toxicology?
 - FDA: is the medical product: pure, safe and efficacious?
 - What are the competing clinical products in this field?

- Company
 - What is the track record for the management team?
 - What is the financial strategy for the company/product?
 - What is the sales & marketing strategy for the product?
 - What are the other competitive medical products in the field?
 - What is the market size (local, regional, national and internationally)?
 - What are the expectations of this product on the market in 6, 12, 24 and 48 months?