

Due Diligence Assessment for Investment Opportunity



Venture Capital trying to make a sound decision in regards to whether or not to invest in a new Start Up



Client Challenge

? Should I invest in this new opportunity?



iIS Solution

- Perform a Market Opportunity Assessment (iIS InsightsSM)
- Gain insights from three Cardiology KOLs based in the UK (iIS InterviewsSM):
 - 👤 Clinical Director of Cardiovascular Service at King's College Hospital
 - 👤 Consultant Cardiologist, Member of the British Cardiovascular Society
 - 👤 Practicing Cardiologist at Royal Brompton & Harefield NHS Trust

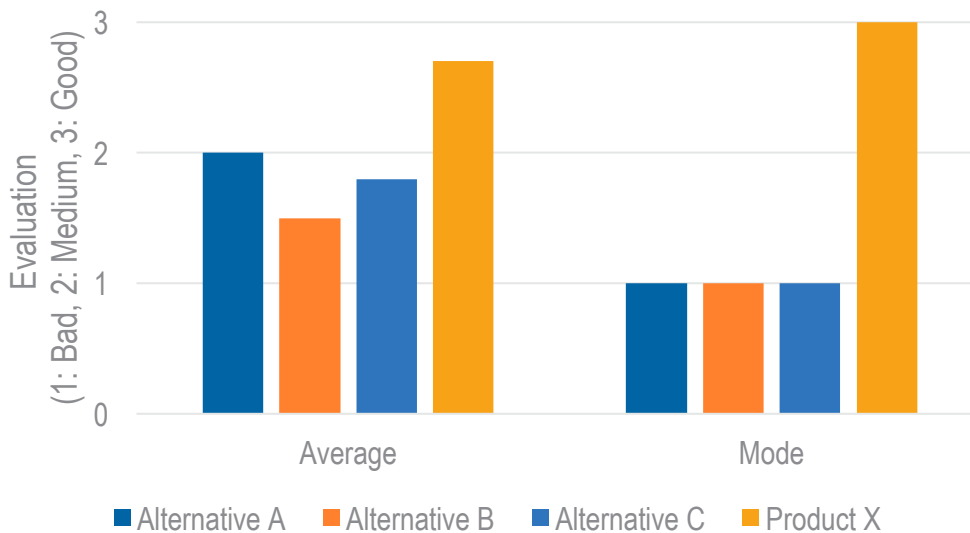
ILLUSTRATIVE non EXHAUSTIVE

Product X is the best ranked technology across existing alternatives



None of the experts has used the technology or participated in any study related to it, even though some have heard about it

Evaluation of existing alternatives



- All experts agree that Product X is better than competitors due to the combination of variables taken into account, which help reduce noise and uncertainties.
- Experts highlight the good amount of obtained information and the positive evidence base the technology has so far.