Brain Imaging Venture
A New Era for Brain Health

Project
A multidisciplinary academic team including MGH is currently developing a new form of brain imaging using MRI technology.

Key differentiators vs. market:
- Low cost
- “Portable” technology
- Minimal safety requirements

H-Lab Contribution:
Evaluate current market structure, key stakeholders, and associated costs to make commercialization recommendations that include next steps for the venture.

Methodology and Motivation

MRI Landscape
MRI Market projection is $33.5B by 2024

Incumbents: high-end of imaging market
Niche MRI Innovators: low-cost players
- MRI capital is not primary cost driver
- Payment structure is arbitrary and varies greatly
- MRI services generate significant returns
- Patient does not bear the cost of MRI exams

Commericalization Recommendations

Fundamentals
Form a company as soon as possible

Go-to-market
Do not compete with current MRI machines, launch in alternative markets

Funding
Raise $94M over a 5-year horizon with expected revenue generation of 3X

Recommendation Breakdown

Fundamentals: Urgent need to make key strategic decisions

Go-to-Market: High unmet need with low competitive threats

Funding: Seed done, plan for Series A (manufacturing first units)

Relevant Literature

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