Navya - Evaluating Navya’s US Market Positioning

Team: Arielle M. Lawrence, Keith Cheah, Carolina Santiago Morales, Nitin Tyagi

**NAVYA’S PRODUCT**

**PROJECT GOAL**

**METHODS**

- **Analyze 2 potential market fits:**
  1. Bundled product (expansion of current pilot)
  2. Core product + add-ons

  - Clinical Summary
    - Pathway decision support
  - Pathway decision support
    - Prior Authorization
    - Trial recruitment

  **Recommendation**

**SWOT ANALYSIS**

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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| 1. Partnerships with top cancer centers  
2. Robust experience & data  
3. Time-savings value-add is clear | 1. Inexperience in US market  
2. Time-savings not easy to quantify  
3. Difficult to discern value-add of case-summaries alone (core product + add-ons) |

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<th>Opportunities</th>
<th>Threats</th>
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| 1. Established relationships and track record  
2. Product simplifies the already-complex EMR implementation process | 1. Competitors’ array of services & proven EMR-integration  
2. Big Tech & established competitors with vast resources |

**INTERVIEW INSIGHTS**

- **5 out of 8 interviewees mentioned** that although there is value to case summarization, it is hard to see an opportunity to commercialize it by itself.

- **7 out of 8 interviewees** emphasized that Navya’s product would be more appealing as long as they integrate into existing workflow and EMR.

**RECOMMENDATION**

Navya is better suited for the oncology market, which leans towards expanding on their current pilot and entering the US market with their bundled product.