



Kineticos Case Study –
Primary Research Study

Kineticos conducted primary research via KOLs and an online survey to give our client qualitative and quantitative data to support the client's investment slide deck

Challenge

As a follow-on project to an initial primary research study, an emerging company with a disruptive platform technology retained Kineticos to conduct a primary research study of secondary markets for their platform

Solution

Prior to launching the primary research study, Kineticos interviewed several KOLs of each segment designed to inform the design of the primary research survey. Leveraging these insights, Kineticos drafted and launched a primary research study targeted towards three specific segments

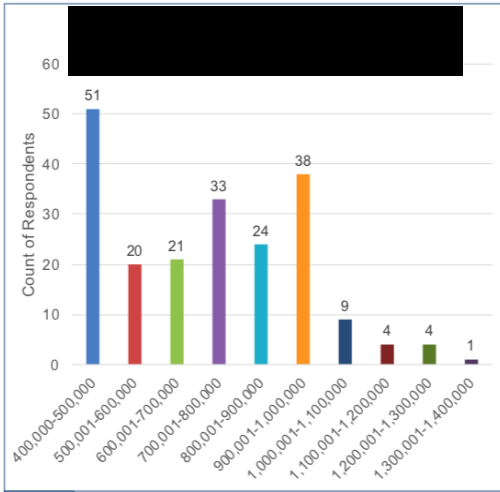
The purpose of the primary research was to generate insights around pricing of the client's platform technology and additional offerings, and to better understand buying preferences of each demographic surveyed.

Outcome

After promptly hitting the target N value for each segment, Kineticos presented the findings to the client, who then leveraged the outputs in its investment slide deck, using it to secure additional funding.

Willingness to Pay – 2nd VOC

Respondents indicated that they would pay an average of \$741,366 for the MRI system, with a median of \$750,000



By The Numbers

All Respondents	
Min	\$400,000
Max	\$1,340,000
Mean	\$741,366
Median	\$750,000

N=205

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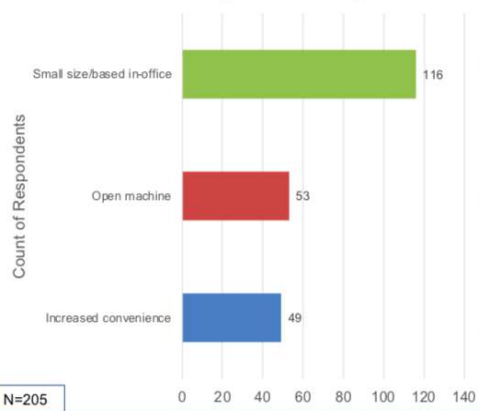
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Customer Buying Preference

the MRI system, based on

What physicians are saying...



N=205

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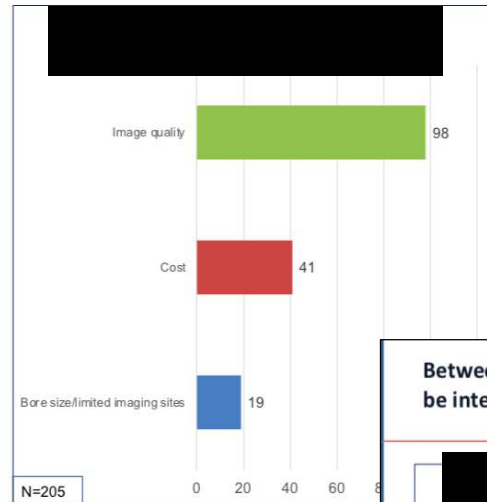
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Customer Buying Preferences

Image quality and cost are two potential disadvantages, based on all respondent data



N=205

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What physicians are saying...

- "I would need to see more data on quality of imaging."
- "I would want to see quality of the images produced."
- "Cost is a concern."
- "I am not sure what the upfront and overhead costs will be"

Customer Buying Preferences

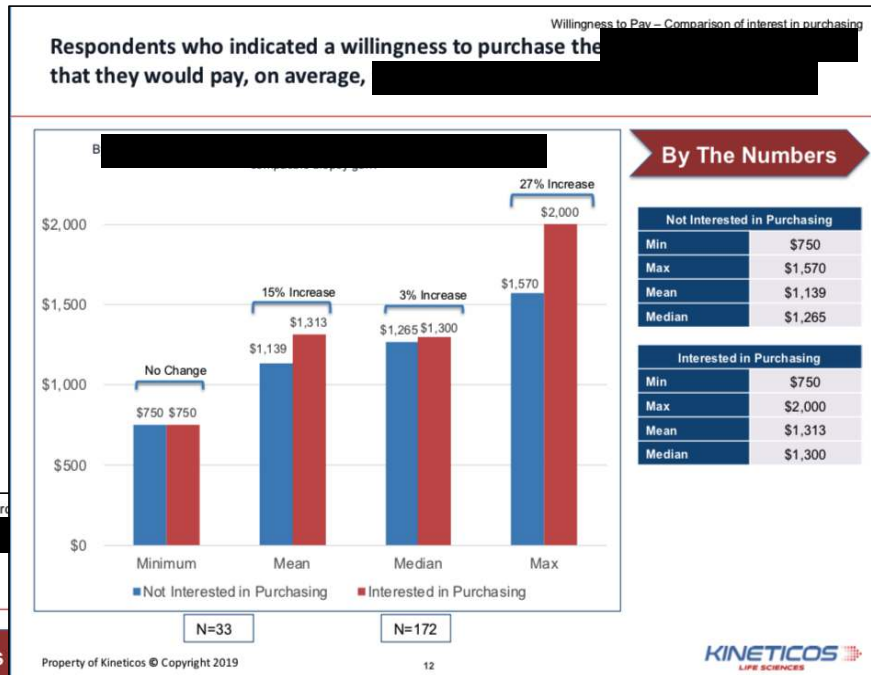
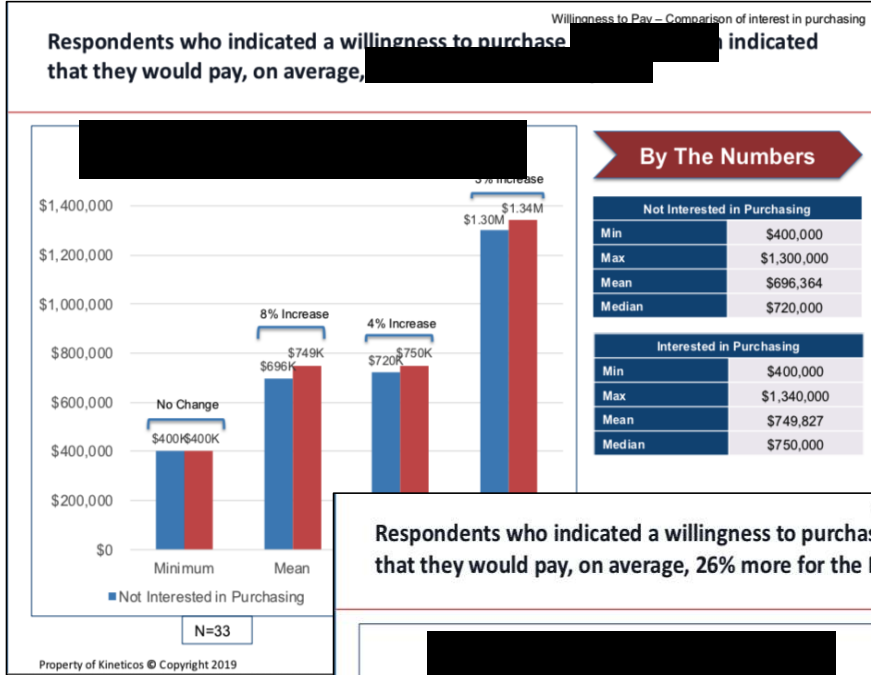
Between 82% and 85% of respondents per segment indicated that they would be interested in purchasing the MRI system



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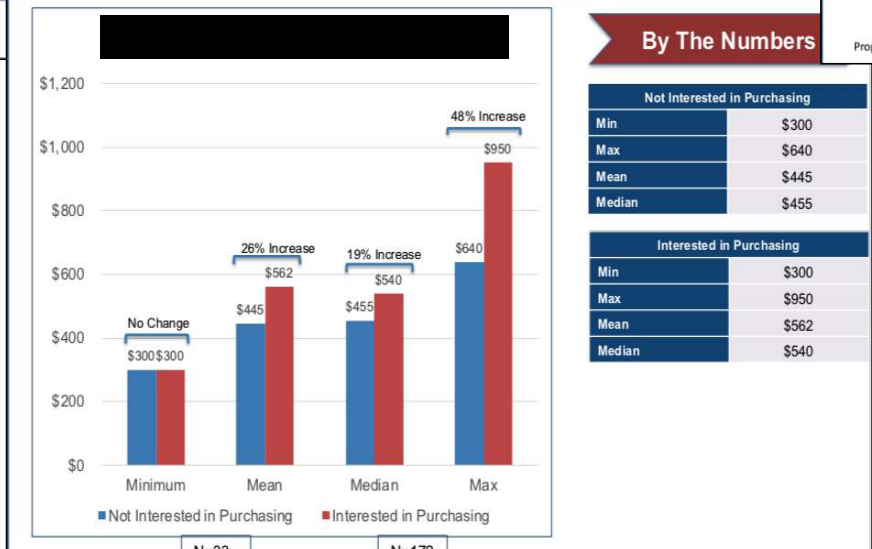
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Willingness to Pay – Comparison of interest in purchasing

Respondents who indicated a willingness to purchase the [redacted] that they would pay, on average, 26% more for the [redacted]



Willingness to Pay – 2nd VOC

Willingness to pay out of the three \$827,119

