



## ABOUT US

The Deerborne Group is a boutique management consulting firm comprised of industry leading consultants from across the globe focused exclusively on the global biotechnology, in-vitro diagnostics, and life sciences markets.

Our primary focus is advising corporations, venture capital, and private equity firms on commercial, operations, and corporate strategy. We partner with our clients to develop insight-driven business solutions to help them better identify opportunities, minimize risks, and navigate their most difficult management challenges.

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**The Deerborne Group**  
MANAGEMENT CONSULTING

*"Helping Clients Accelerate Insights Into Value"*

## COMPASS 360° - PRECISION INSIGHTS

Given the uncertainty in the global genomics and precision diagnostics markets, traditional market research is no longer enough. At The Deerborne Group, we have extensive expertise in these global markets and have built a new approach to gathering insights and market intelligence - one capable of illuminating the best path forward.

COMPASS 360° is a new and proprietary, end-to-end process of collecting, analyzing, and interpreting market insights and competitor intelligence. COMPASS 360° is backed by a dedicated team of expert research analysts with deep domain expertise in the global genomics and precision diagnostics markets.

We use our deep domain expertise to leverage an extensive global network of key opinion leaders (KOL's) to conduct primary qualitative research. The voice-of-customer (VOC) data collected is then analyzed by our research analysts to shed light on the initial insights gathered that are then validated thereafter quantitatively with a much larger cohort. In parallel, secondary research is also conducted that compiles existing data from a variety of external sources resulting in a more thorough and comprehensive assessment.

As the basis for developing new strategies, COMPASS 360° goes beyond traditional market research. Traditionally, most companies will conduct their own market research based on the experience of their internal teams. Unfortunately, these same teams will spend a great deal of time looking to the past for answers. Therein lies the gap between a company's experience and their expertise. This is where The Deerborne Group comes in. We are subject matter experts in the field of global genomics and precision diagnostics.

COMPASS 360° aggregates both primary and secondary research to provide key decision-makers with insightful, actionable, and data-driven market assessments as the basis for developing new strategies and making better-informed business decisions.