



CASE STUDY

Understanding the Real Value in the Biological Microscopy Market



"I would like to thank you all for the great work. We were very impressed with the many "hands-on" interviews and the well-thought analysis."

*-Aviad Kaufman, Founder and Managing Partner,
RealView Imaging Ltd.*

Client Profile

RealView Imaging Ltd. (RealView) is an angel-funded Israeli startup company that has developed an innovative 3D visualization technology. This technology enables users to view and interact with a 3D image around a fixed point in space without the need for additional viewing accessories such as glasses, goggles, etc. The image can also be dynamic, allowing for 4D visualization.

The Project

RealView engaged Fox Management Consulting (Fox MC) and Tel Aviv University to perform a comprehensive strategic exploration and analysis of industries using scientific visualization techniques. The team approached this project by conducting in-depth industry research and identifying multiple segments where users generated and worked with 3D or 4D data frequently. The most attractive and viable segment was identified as biological microscopy.

Recommendations

Realview's technology can offer microscopists significant value through improved 3D and 4D visualizations and analysis by allowing scientists to mark and measure data in "true space" 3D, requiring less time spent on post-processing analysis. For pharmaceutical companies, shorter cycle times of drug discovery may lead to increased profits. For university labs, saving time in analysis can lead to shortened timelines for research and publication, a critical consideration for lab funding.

Fox MC recommended RealView pursue a strategic alliance partnership with one of the top software development firms in the microscopy industry. RealView will concurrently pursue relationships with key microscope manufacturers in the industry, with a goal of packaging their 4D visualization software with every microscope sold by a top manufacturer. After establishing commercial success in the microscopy market, RealView will be able to expand into other applications such as bioinformatics.