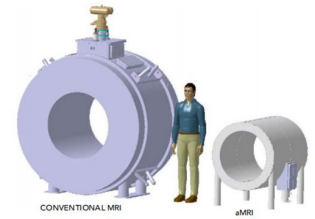


MGH - MR Access Market Entry Strategy

Team: Ping Tienwuttinun, Cong Wang, Jacquelyn Li, Kala Chandramouli



Company Summary:

MR Access is a healthcare technology company with the mission to make MRI accessible to everyone. The company has a cutting edge technology called accessible MRI system (“aMRI”) featuring novel hardware and software technologies and proprietary AI diagnostic applications. The company is in the prototyping stage with high growth potential to bring this technology to life.

Problem Definition:

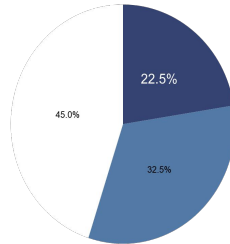
What is the right market opportunity for MR Access within the US market?

Project Scope:

- Understand user demand through 3 main methods
 - Interviews physicians
 - Patient surveys
 - Secondary market research
- Create use case for technology
 - Regular health screening
 - Chronic pain diagnostics
 - Niche diagnosis markets
- Establish market access
 - Pharmacies
 - Healthtech
- Assess competition
 - Global competitive landscape

Deliverables:

Patients willingness to adopt the new MRI technology (N = 40)



Product Name	Field Strength	Portability	Target Customers	Applications	Full Body?	Helium Need
MR Access aMRI	1.0T	Med	Pharmacies, sports centers, SPAs, chiropractor's office,...	Full body or body parts	Y	N
Hyperfine Swoop	0.064T	High	Acute Stroke Centers, Neurointensive Care Units, Emergency Departments, Rehabilitation Centers, Rural Hospitals, Pediatrics	POC Bed-side neck, head and extremities imaging	N	N
Siemens Magnetom Free.Max	0.55T	Med	N/A	Compact MRI with large bore for claustrophobic and obese patients	Y	Y
University Hospital Leiden Open Source MRI	0.05T	High	Developing countries	Neuroimaging	N	N/A
University of Hong Kong	0.055T	High	N/A	Neuroimaging	N	Y

Recommendations:

Attack the untapped market through 3 strategies: Channels, Communication & Collaboration

