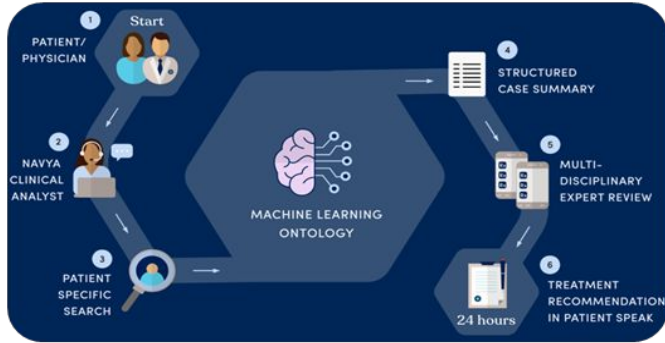


# Navya - Evaluating Navya's US Market Positioning

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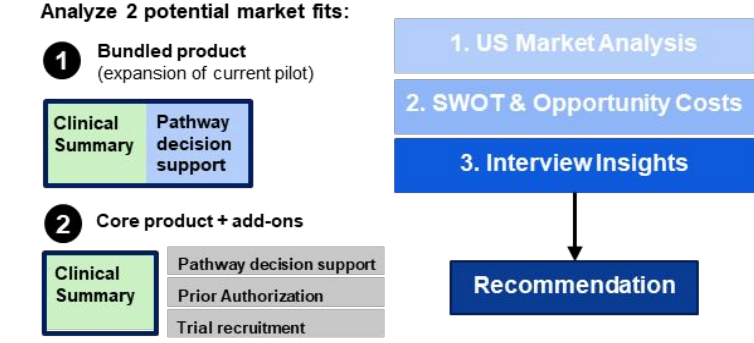
| NAVYA'S PRODUCT | PROJECT GOAL | METHODS |
|-----------------|--------------|---------|
|-----------------|--------------|---------|



Established, successful partnership in India with Tata Memorial

Launched in US via partnership with top cancer hospital

**GOAL**  
What is Navya's product market fit within the US?



## SWOT ANALYSIS

|   |  |
|---|--|
| <p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>Partnerships with top cancer centers</li> <li>Robust experience &amp; data</li> <li>Time-savings value-add is clear</li> </ol>       | <p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>Inexperience in US market</li> <li>Time-savings not easy to quantify</li> <li>Difficult to discern value-add of case-summarization alone (core product + add-ons)</li> </ol> |
| <p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>Established relationships and track record</li> <li>Product simplifies the already-complex EMR implementation process</li> </ol> | <p><b>Threats</b></p> <ol style="list-style-type: none"> <li>Competitors' array of services &amp; proven EMR-integration</li> <li>Big Tech &amp; established competitors with vast resources</li> </ol>                                      |

## 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**