

NEWSLETTER

*We translate market insights
into actionable business
strategies.*

CASE STUDY

Client Overview: Our client, a Milan-based small-sized biotech startup is dedicated to combat antimicrobial resistance (AMR) through ultra-rapid diagnostic technologies. Their mission is to revolutionize how infections are diagnosed and treated by drastically reducing the time required for Antibiotic Susceptibility Testing (AST) - enabling earlier and more effective interventions.

The Challenge: Our client approached the final stages of prototype development for their two flagship products. Their key challenges are Clinical Validation and Market Expansion.

Inferre Consulting: Driving Clinical and Commercial Success

We empowered our client with expert clinical strategy, regulatory-grade trial design and strategic business development. By leveraging our global regulatory knowledge and vast European biopharma network, we ensured robust clinical validation and accelerated market entry in Switzerland. Our tailored support starting from the protocol design to investor engagement positioned our Client for long-term growth and success, showcasing us as a trusted business partner in biotech innovation.

THE RESULT

Refined Business Strategy and Value Proposition

Robust Clinical Validation

Framework: Strategic assistance to design clinical studies for validated data collection aligned with international regulatory standards and approval readiness.

Strategic Market Entry in Switzerland

- Established a strong presence in the Swiss biotech ecosystem.
- Built relationships with key clinical and investment stakeholders.
- Increased visibility at industry events and set the stage for long-term growth.

Accelerating Biotech Innovation with Inferre Consulting

OUR KEY EXPERTISE

- Pharma, Medtech Market Access
- Field Survey and Market Research
- Business Development Partnership
- Key Opinion Leader Engagement
- Clinical Evidence Support
- Medical Affairs Expertise
- Pharmaceutical Strategies for Drug Exclusivity
- Driving Innovation by Uniting Healthcare Minds
- Executive Mentoring Program

ABOUT US

Based in Basel Switzerland, the European pharma hub, our boutique consultancy offers unique expertise in tailoring new market entries for the Life Sciences industry (BioPharma and Medical Device).

We specialize in crafting *go-to-market* strategies for Healthcare products.

Partner with us to leverage our deep industry knowledge and innovative approach - watch your business thrive in new markets.

“Inferre Consulting exceeded our expectations. Their expertise in clinical strategy and business development was instrumental in shaping our path to market. We now have a clearer vision and stronger foundation thanks to their support.”

