

# CASE STUDY

## PRODUCT DEV & PROTOTYPING

### OVERVIEW

Our customer, a Class II biopsy systems OEM, sought to capture market share from competitors by offering a novel, universal delivery system allowing end users to utilize one delivery system for all procedures, regardless of OEM.

### CHALLENGE

Compile existing competitor data & technology, formulate design approach taking into consideration clinician usage while developing a universal system which offered consistent, superior results at a lower cost.

### ACTION

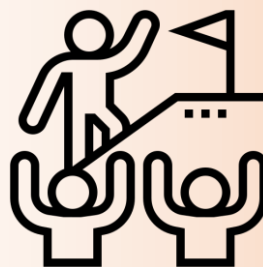
Reverse engineered competitors distal & proximal end delivery systems while integrating new design features offering advanced ergonomics & COGS reduction. Also identified new supply chain partners for commercialization efforts.

Teammates Included:

- 1x Sr. Mechanical Engineer
- 1x Hypodermic Tooling SME
- 1x Project Manager

### SOLUTION

Successfully designed universal delivery system, proving feasibility and consistency of use, received end user approval, while giving customer 'first-mover advantage' in the marketplace. Project was funded and commercialized via parent company.



**1<sup>st</sup> Mover  
Advantage**