

## Digital Drug Discovery & Development Solution MVP Market Validation

### The Business Issue

The client wanted conduct a voice of the customer (VoC) study for a solution in BioPharma Drug Discovery & Development to understand their customers' longer-term challenges and their vision for drug discovery/development.

### The Solution

10EQS conducted double-blind interviews with target customers in the US, EU, and Asia with deep knowledge of early drug development, SPR technology, and the future of digitization in drug discovery and development.

### The Result

The client leveraged the resulting insights to adjust the products' value proposition, compete more effectively on factors beyond price, and improve messaging to customers.

#### Client

Health & Life Sciences Technology Company

#### Project Type

Customer Insights & Product Development

#### Project Team

1 Collaboration Manager  
20 Industry Experts / Prospective Customers  
10EQS Delivery Operations

#### Time Frame

6 weeks