



CONSULTSCHOOL

Navigating ASCLEP's entry into medical diagnostics device-Freyja

Team Members:

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Executive Summary

FOCUS	Product Description	Market Entry: Geography	Company ASCLEP's Business Model	Competitor Analysis	Plans of the Company for the Future
INPUT	a new medical diagnostics device called 'Freyja'.	Current Markets – USA, EU, UK, Japan	Freyja is Asclep's sole product and it is manufactured in two company owned facilities in Munich and Los Angeles.	In India currently, all tests are done on machines called Blood Analyzers which need more blood and at least two people	ASCLEP can afford to invest upto 10 million euros for the proposed market entry in India
OUTCOME	Freyja can perform multiple tests with a single drop of blood collected using a fingerstick.	Planning to Enter New Market- India	2024, Freyja penetrated into >75% of the market in the EU and >60% of the market in the USA.	Freyja needs only one person to operate.	ASCLEP is eyeing an IPO by 2026.

Freyja can perform all the standard blood tests using a drop of blood



ASCLEP Inc.

Sector – Medical Diagnostics
Headquarters – Munich, Germany
Founded In – 2014
Current Markets – USA, EU, UK, Japan

About the Company- ASCLEP

- **Asclep Inc.**, a startup that pioneered a new medical diagnostics device: **Freyja**
- Freyja can perform **multiple tests** with a **single drop of blood** collected using **fingerstick**

*Asclep is contemplating on entering the **Indian Markets** after Freyja's success in US and European Markets.*

All tests are done on machines called Blood Analyzers which need more blood and at least two people — a qualified nurse to take blood & a technician to study the blood using the Analyzer.

Competition Faced By Freyja

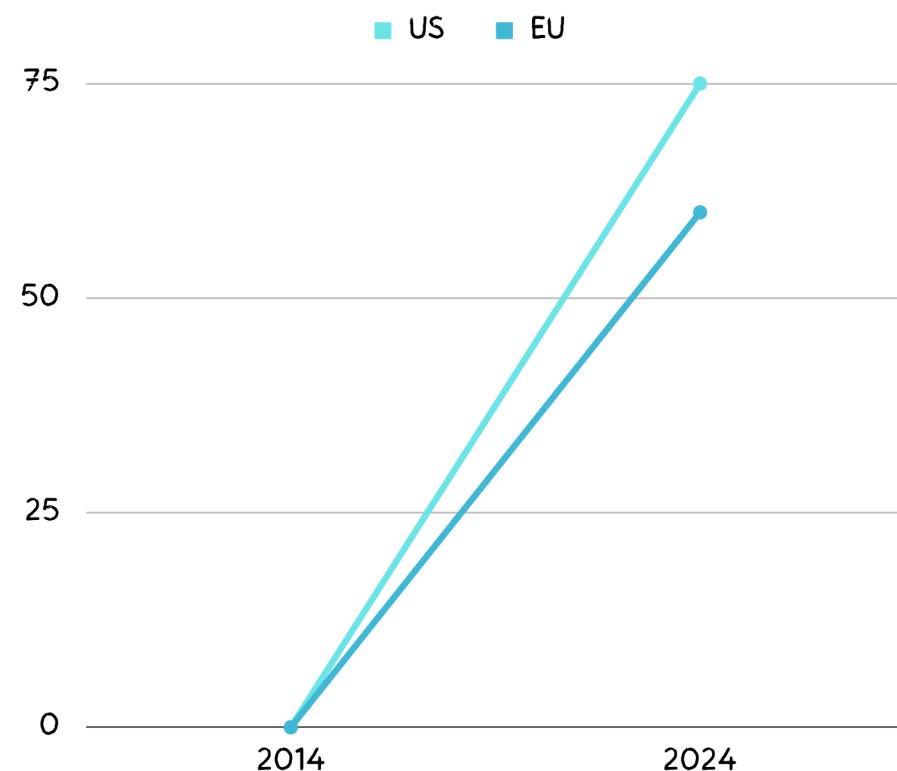
	Freyja	Blood Analyzers
Total Blood Required	1 ml	30-50 ml
Total Time Taken	15 mins	4-24 hours
Accuracy	± 8%	± 5%
Price of Machine	[min] 45 Lakhs INR	20 Lakhs INR
Operating Cost/ Test	250 INR	750 INR
Lifespan	5 Years	7 Years

Freyja has come handy in a lot of situations listed below because of which Asclep has seen a rise in market cap over a decade in US and EU markets:

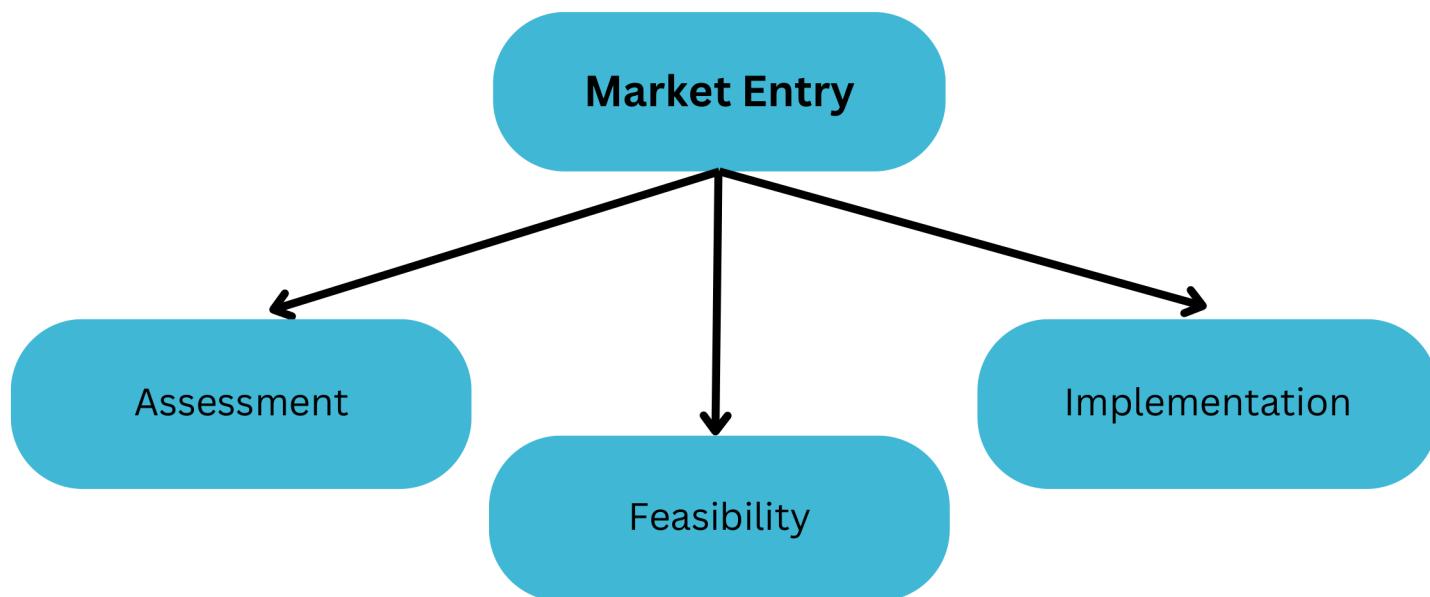
- In remote towns with inadequate medical personnel.
- Emergency surgeries that require quick pre operation tests.
- Patients with low pain tolerance.
- Critical patients who have inadequate blood in their system.

Hospitals using Freyja scores better in patient friendliness & have a better customer retention ratio.

Projected Market Capture of Asclep by 2024



Framework

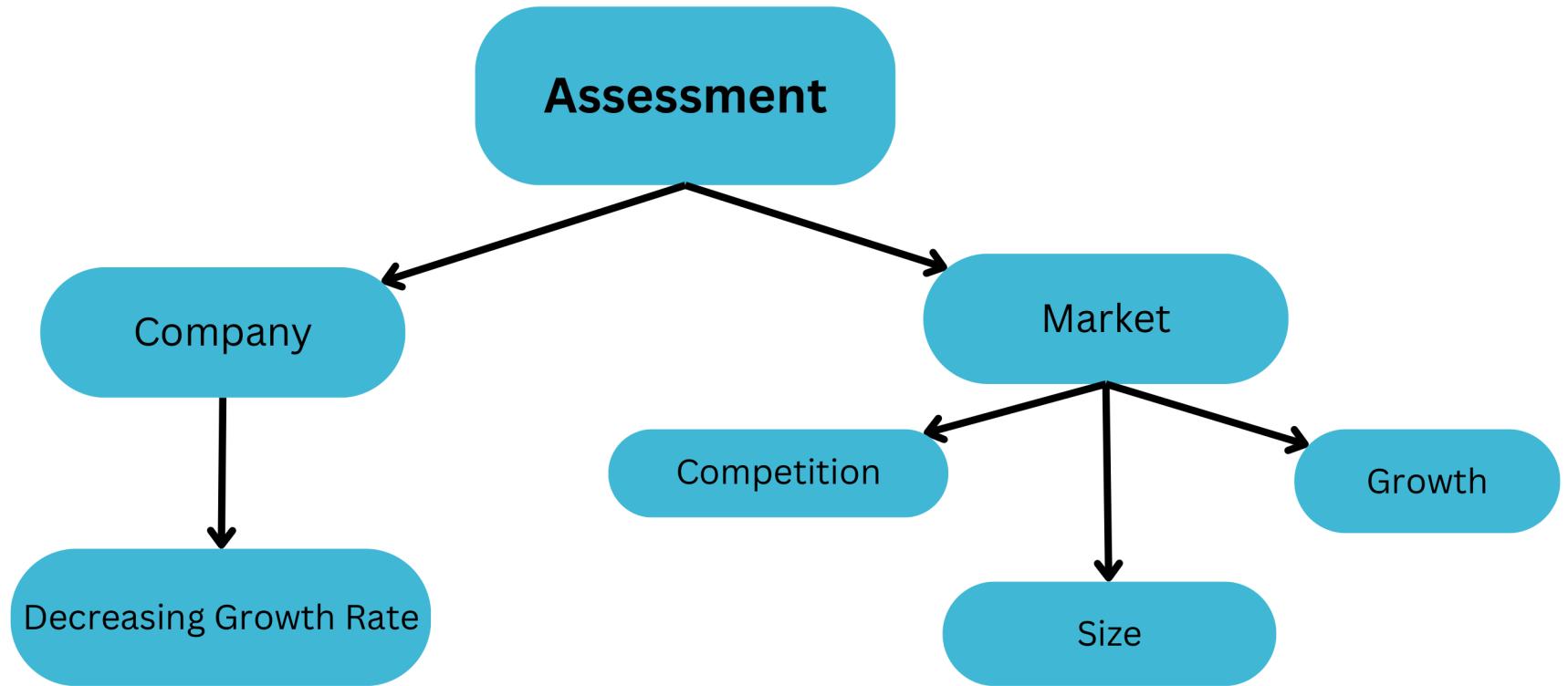


Assessment - Should ASCLEP enter Indian market?

Feasibility - Can it enter the market?

Implementation - What should the strategy be to enter?

Should we enter?

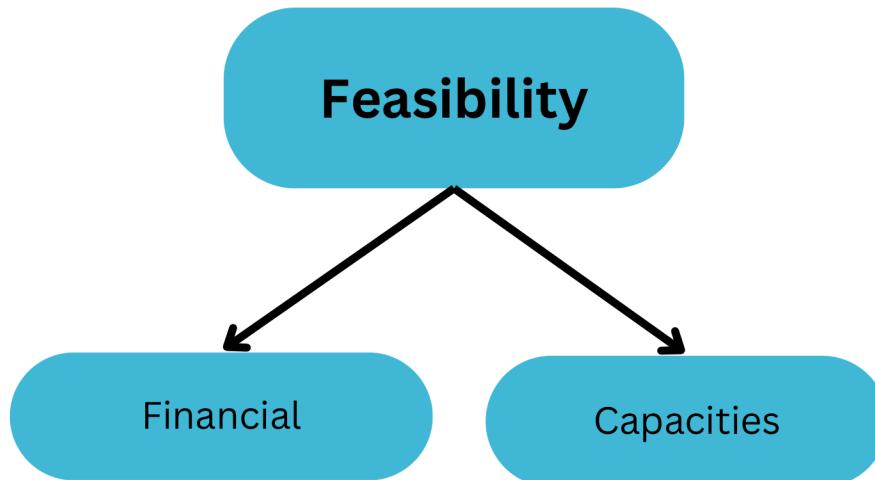


From the company's perspective, the decreasing growth rate is their internal motivation to enter the Indian market. A steady growth rate is necessary before launching an IPO in 2026

Should we enter? (Contd)

From the market point of view, it is necessary for us to look into the competitors in the domain, the size of the market and how much the market will grow in the future.

Can we enter?



Looking at the Financial and Capacities point of view we can say that ASCLEP can enter the Indian market because:

- 1) India has a huge population and the demand for better healthcare facilities is on the rise.
- 2) Since FREYJA's technology is unique and difficult to reproduce, we can consolidate before our competitors
- 3) Since we are able to invest 10M euros, we have the capacity to produce around 100 units which must be enough in cities having excellent healthcare network like Delhi, Chennai, Mumbai and Kolkata.

Thank You

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